
Epsilon CEO Asked to Speak on the Synergies of Marketing and Technology in Building Customer Relationships

Mike Iaccarino Speaks to Business Students at Boston College

WAKEFIELD, Mass. – December 2, 2004 – Epsilon’s president and chief executive officer, Mike Iaccarino, was recently invited to share his insights on how marketing and technology work together to create lasting customer relationships and more profitable companies with business students at his alma mater, Boston College.

In his presentation, Iaccarino described how Epsilon defines database marketing and how the company uses the strategy to help clients achieve a competitive advantage. The presentation also included a case study outlining aspects of Epsilon’s comprehensive management of Hilton HHonors’ industry-leading loyalty program.

“After Mike’s presentation, my mailbox was full of student comments regarding his talk, and the verdict is unanimous – he was a huge hit,” said John Gallagher, Ph.D., Associate Professor of Information Systems at Boston College. “His talk dovetailed perfectly with our class topics. It was particularly inspiring for students to hear from a chief executive who is a Boston College alumnus.”

Mike Iaccarino said, “Epsilon’s innovative database marketing technology has both historical significance and current market-leading relevance, and we feel it’s important to take time out of our schedules to share our knowledge with future business leaders. It was an honor to be asked to contribute to their education in this way.”

Iaccarino joined Epsilon in 1998 as chief financial officer before being promoted to president and chief executive officer in 2002. He is a certified public accountant and graduated magna cum laude from Boston College with degrees in accounting and English.

About Epsilon

Epsilon is a leading relationship marketing company that helps clients create measurable business results through integrated marketing services. Epsilon is committed to maximizing the value, growth and loyalty of clients' customer and prospect portfolio through core services including data analysis, multi-channel direct communications and database marketing. Epsilon services enable clients to build enduring customer relationships by identifying marketing opportunities and creating actionable customer insight. Founded in 1969, Epsilon maintains offices in Boston, Dallas, St. Louis and Washington, D.C.

For more about Epsilon, see www.epsilon.com.

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