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Epsilon Continues Historic Run of Industry Accolades NEDMA Awards for Creative Excellence in Direct Marketing

Relationship marketing leader gains 16 awards from the New England Direct Marketing Association

WAKEFIELD, Mass. – April 21, 2004 – Epsilon, a leading relationship marketing company, today announced that for the 22nd consecutive year the company has been the beneficiary of distinguished honors from the New England Direct Marketing Association (NEDMA). Earlier this month at the annual awards ceremony in Boston, Mass., Epsilon won a total of 16 honors including six gold awards.

“We continue to set the standard for creative, business results-driven relationship marketing programs for our clients,” said Michael Iaccarino, President and Chief Executive Officer of Epsilon. “New England boasts an intense concentration of marketing talent, rivaling anywhere else in the world. To consistently gain high distinction in this highly competitive, world-class environment is a ringing endorsement of the quality of Epsilon’s people and approach.”

The New England Direct Marketing Association is a regional professional association dedicated to the education and professional development of individuals interested in direct marketing. Each year the NEDMA awards honor innovative direct marketing campaigns and pieces that produce dramatic results. This year NEDMA received 333 entries from organizations based in New England.

About Epsilon

Epsilon, a Relizon company, 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. Relizon acquired Epsilon in 2001.

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

About Relizon

Relizon helps customers achieve measurable results through business process improvements in document management, billing, and relationship marketing. Through serving more than 12,000 customers across a wide variety of industries for nearly 20 years, Relizon has created an unbeatable portfolio of "best practices" in each of its solution areas. Customers who source key processes from Relizon are better able to meet their business objectives, whether it's improved cash flow, revenue growth, or bottom-line savings. Applying a unique combination of deep process knowledge, operational expertise, and attention to detail, Relizon solves business communications problems and delivers measurable results, year after year.

Relizon is headquartered in Dayton, Ohio. Visit us at www.relizon.com.

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