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## **Epsilon's Marketing Technology Solutions Achieve SAS 70 Certification**

**Wakefield, Mass. – December 20, 2004** – Epsilon, a leading relationship marketing company, today announced that its marketing automation services have achieved third-party validation under the Statement of Auditing Standards No. 70 certification. Epsilon delivers the database, marketing applications and hosting services needed to develop and implement results-driven, multi-channel communications for its clients.

SAS70, a widely recognized auditing standard established by the American Institute of Certified Public Accountants (AICPA), is the authoritative guidance demonstrating that Epsilon's marketing technology has undergone an independent in-depth audit. Activities tested through the audit process include Epsilon's solutions that automate data capture, extraction and storage across a variety of touchpoints, including Web site visits, point-of-sale transactions, customer service inquiries, as well as direct mail and e-mail response. The report addresses industry accepted controls for privacy and security, including risk assessment activities, control activities, information and communication systems, and monitoring activities.

"The SAS70 endorsement helps provide credible proof to our clients that their critical data is secure when using our database marketing services," said Michael Iaccarino, president and CEO of Epsilon. This recognition supports our ongoing commitment to provide database marketing operational excellence with the highest levels of security and reliability."

Epsilon's SAS 70 report includes a description of the controls that were in operation as of November 2004, as well as the audit firm's opinion letter. This audit will be utilized on an ongoing basis by management to continue to maintain and improve Epsilon's operational efficiency and commitment to clients' data security.

### **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](http://www.epsilon.com).

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