
Contact: Kam Hashim, 617.619.9803
khashim@bcww.com

Epsilon Names George E. Steinbrenner Senior Director, Production Services, New Business Development

Sales force increased to manage client growth

WAKEFIELD, Mass. – August 19, 2004 – Epsilon, a leading relationship marketing company, recently welcomed George E. Steinbrenner to his new position as Senior Director, Production Services, New Business Development. Based out of the newly expanded St. Louis direct marketing production facility, Steinbrenner will lead production sales efforts for Epsilon.

“Our clients have turned to us to meet their increased production needs, and we have responded by providing them with a state-of-the-art facility and knowledgeable people,” said David McRae, Executive Vice President. “George’s considerable years of experience and level of expertise will complement the growing production business that has resulted from the expansion of our St. Louis facility.”

Epsilon made significant enhancements to its 120,000-square-foot direct marketing production facility in the spring of 2004. The expansion included on increased climate-controlled warehousing, additional staffing and extensive equipment upgrades.

Steinbrenner was previously employed as Vice President, Sales and Marketing at Klasek Letter Company, Inc. and Chief Operating Officer at Total Response, Inc. He received his undergraduate degree at Wittenberg University and his graduate degree from Harvard Graduate School of Business.

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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