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## **Epsilon Promotes Award-Winning Creative Director to Senior Fundraising Leadership Post**

*Company veteran appointed to executive vice president and managing director of fundraising*

**Wakefield, MA – January 12, 2004** – Epsilon, a leading relationship marketing company, announced today that company veteran Tom Gaffny has been promoted to executive vice president and managing director of its fundraising division. From Epsilon's Wakefield office, Mr. Gaffny directs Epsilon's fundraising teams and strategy.

Since joining Epsilon in 1980, Mr. Gaffny has helped a distinguished list of nonprofit organizations craft and deliver multi-channel messages that have resulted in millions of dollars worth of charitable donations. His efforts have guided the design, development, deployment and measurement of more than 10,000 fundraising campaigns on behalf of Epsilon clients.

In his previous position as senior vice president of the company's nonprofit creative services, Mr. Gaffny led Epsilon to be one of the most recognized and awarded teams in direct marketing, capturing more than 20 ECHO Awards for creative excellence from the International Direct Marketing Association. The New England Direct Marketing Association named Mr. Gaffny Direct Marketer of the Year in 2002.

According to Mindy Gumb, vice president, database marketing and management, at the Multiple Sclerosis Society, "Tom Gaffny is a true visionary and pioneer. His strategic thinking, creative concepts and understanding of donors have helped us change the way the MS Society raises funds. Tom has been instrumental in shifting the MS Society to a more customer relationship management view of the donor. Tom has been bringing these positive ideas and changes to our organization for 17 years, and they always deliver an increased ROI."

Michael Iaccarino, president and chief executive officer of Epsilon, said, "In Tom's 23 years of dedication at Epsilon, he has used his knowledge and experience to become a fundraising leader and an acknowledged award-winning talent. Our clients have learned to only expect the best from him."

Mr. Gaffny said, "This is an extraordinarily exciting moment in fundraising, unlike any I've seen in the last 25 years. We are in a period of truly historic innovation, with monumental change in how we can leverage media, technology, analytics and different channels of communication." He added, "The non-profit organizations that are the fastest and the smartest in leveraging this opportunity will have an enormous advantage in succeeding in the years ahead. Our expertise in creating highly successful fundraising solutions across multiple channels positions Epsilon perfectly to meet this historic opportunity, and make a profound difference on behalf of our client partners."

#### **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](http://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 and industry 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](http://www.relizon.com).

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