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**Marketing Informatics Named to *Inc.* Magazine's Annual List of
500 Fastest-Growing Private Companies**

Ranks 186th on the 2006 Inc. 500 with three-year sales growth of 631.8 percent

INDIANAPOLIS – August 29, 2006 – Marketing Informatics, a leading market research, direct marketing and full service mailing company, was awarded the 186th spot on *Inc.* magazine's coveted 2006 ranking of the 500 fastest-growing private companies in the country for the second year in a row.

The company attributes its 631.8 percent sales growth over the past three years to continued and aggressive investment in the company's infrastructure, resources and capabilities.

"We're honored to be recognized again as one of the country's 500 fastest-growing privately-owned companies," said Bob Massie, founder and CEO of Marketing Informatics. "More importantly, we're pleased our fast growth has come as a result of helping some other local entrepreneurs and organizations grow and develop."

To generate its rapid growth, Marketing Informatics started by increasing mail house capabilities by 200 percent with the addition of more equipment and employees. Massie acquired RPS Printing, Inc. and moved it to the near-westside facility to provide fast, in-house printing to customers. Marketing Informatics additionally enhanced its infrastructure through the added purchase of Thrive3, a creative services agency that offers strategic planning and integrated services.

For more information on Marketing Informatics' direct marketing solutions, visit www.marketinginformatics.com.

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About Marketing Informatics

Marketing Informatics, formerly Massie Inc., was founded in 1987 as a consulting practice specializing in direct marketing. Now a multi-million dollar full-service direct marketing company, Marketing Informatics is committed to being a leader and innovator in its industry. Continuously striving for excellent financial and operating results while adhering to the highest standards of business practices, its outstanding modern direct marketing approach has created 631.8% growth in three years, catapulting its 15 employees in 2003 to more than 100 today. For more information, contact Liza Dittoe of Dittoe PR at (317) 202-2280 or visit the company's Web site at www.marketinginformatics.com.