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Marketing Informatics is #4 of Fastest Growing Indianapolis Companies

Direct marketing company recognized a second time

INDIANAPOLIS, Indiana – September 25, 2007 – The *Indianapolis Business Journal* has recognized Marketing Informatics, an Indianapolis-based full-service direct marketing company, as one of the fastest growing companies in the Indianapolis area.

Ranked fourth among twenty-five other companies, Marketing Informatics' (Mi) substantial growth from 2004 through 2006 put it on the list for a second straight year. It was the fastest growing private company on last year's list.

"We're excited to have made the list again this year," said CEO Bob Massie. "We knew it would be incredibly tough to retain that top spot, but we're thrilled to make the top five."

Massie founded the Mi as a solo consulting business in 1987. Since then, Mi's growth strategy has centered around one philosophy: providing the best solution to a customer's challenge. It expanded its services with the acquisition of a printing company, RPS Printing, in November 2005 and a creative services division, Thrive3, in January 2006.

"With more service offerings, we're increasingly better able to serve our customers," Massie said. "Their needs are becoming ever more diverse as time goes on."

Inc. magazine recognized Mi earlier in 2007, as well, as number 19 on its Inner City 100 and number 193 on its Inc. 500. This was Mi's second year on the Inner City 100 and its third on the Inc. 500.

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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 1,093.9% growth in three years, catapulting its 15 employees in 2003 to 80 today. For more information, contact Amanda Miller at (317) 788-4440 or visit the company's Web site at www.marketinginformatics.com.