

AM/Direct

Multichannel Media Division of *infoGROUP*™
Millard Group, Inc. | Direct Media, Inc.

***infoGROUP* Announces Merger of Insert Media Divisions of Millard Group & Direct Media Inc. under AM/Direct**

May 1, 2009: Millard Group, Inc. and Direct Media, Inc. are merging their insert media divisions, and will now operate under the brand of AM/Direct, the multichannel division of Millard Group. This merger was announced today by Ed Mallin, President of the Services Group of *infoGROUP*.

“Combining the brand of AM/Direct from Millard Group and the insert media team from Direct Media will provide the most powerful multichannel division in this industry,” stated Mallin.

“Offering insert media, mobile marketing, and partnerships, among their other disciplines, creates unparalleled sales and service for our clients in a part of our industry which has seen tremendous growth and upside. We are extremely proud to have two brands such as Millard Group and Direct Media within our services group, and this consolidation of divisions and personnel is a natural progression to leverage their talent and resources.”

AM/Direct’s roster of clients includes AmeriMark®, Publishers Clearing House, Omaha Steaks, Time Life, HCI, Inc., Norm Thompson, Reiman Publications, Business Week, and Spiegel/Newport News.

For more information on AM/Direct, call Jim Lynch, Senior Vice President of AM/Direct, at (603) 924-9262, ext. 2266 or Nancy O’Reilly, Vice President, at (203) 532 1000.

Millard Group, Inc. (www.millard.com), one of the nation’s leading providers of multichannel customer acquisition & retention strategies, offers valuable expertise in list management, brokerage, insert/multichannel media, online marketing services, and direct marketing research, as well as email strategies, consumer & business databases, catalog consulting, file enhancement, mobile marketing and more. Founded in 1977, the company’s business philosophy centers on customer service and depth of talent through the staff’s scope, expertise and tenure.

About Direct Media, Inc.

Direct Media is an innovative, industry leading and diversified direct marketing services company. Founded in 1969 and recently merging with the *infoGROUP* organization, Direct Media’s skilled professionals provide clients with integrated marketing solutions, both online and in the traditional offline environment, specializing in list brokerage, list management, insert media, database management, market research, creative and production, and print media, in the United States and worldwide.