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List Management
SERVICES inc.

Professional Data Services for the Direct Marketing Industry

Press Release

List Management Services, Inc. Announces New Branch Opening in Raleigh, NC

ORLANDO, FL April 2007 – List Management Services, Inc. (LMS) an Orlando-based, privately owned direct marketing and database consulting firm will be expanding its services to North Carolina, with the opening of its new office in Raleigh.

"It is with great pleasure that we announce the opening of our new branch," said LMS CEO Steve Cohen. "This move has been eagerly anticipated, and will allow LMS to service a broader range of clients up and down the East Coast. North Carolina has a great economic environment with a tremendous community of businesses and leadership. We are excited to contribute to the growth of this already vibrant region."

The Raleigh LMS office, like its Orlando counterpart, will serve as a local hub for direct marketing and consulting services, strategic planning, list brokerage and list management services. Todd Shamel, LMS vice president of business development, will head the Raleigh branch. Shamel, who has been with LMS for seven years, provides direct marketing expertise to some of the largest mailers in Central Florida and throughout the country, including Universal Orlando, MGM Mirage, Darden Restaurants, ABC Fine Wine & Spirits, Sears, Stonewood Grill & Tavern and Centex Homes.

"This is an exciting time for LMS," Shamel said. "Our company has experienced tremendous growth in the past few years by helping our customers achieve a positive return on investment in their marketing efforts. I am honored to have been selected to lead the North Carolina team."

About List Management Services

Founded in 1995, LMS is a leading provider of best practice direct marketing solutions. With a team of service-minded professionals, LMS provides unsurpassed quality communications and production accuracy in all aspects of direct marketing. Located in Central Florida, LMS has offices in Tampa, FL and Raleigh, NC. For more information, please visit our website at www.LMSonline.com or call 1-800-257-5902.