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List Management
SERVICES inc.

Professional Data Services for the Direct Marketing Industry

Press Release

Steve Cohen , CEO of LMS, to speak at Association of Strategic Marketing (ASM) Conference
Friday, November 21, 2008 2:00 PM

List Management Services' CEO presents the *Evolution of Email Marketing and the Effects on Postal Direct Marketing*

ORLANDO, FL November 11, 2008: Steve Cohen, President and CEO of **List Management Services, Inc.** will be a presenter at the **Association of Strategic Marketing's (ASM) Email Marketing in 2008** conference on Friday, November 21, 2008 at the Radisson WorldGate Resort in Kissimmee, FL.

Steve will speak on the *Evolution of Email Marketing and the Effects on Postal Direct Marketing* starting at 2:00 PM. Topics will include:

- Alternative Channels for Multiple Channel Communication
- Channel Options
- Channel Analytics
- Channel (Email) Legitimacy
- Response Rates Metrics Comparison

Steve is active in the Direct Marketing Association (DMA) and is a sought-after speaker for the U.S. Postal Service and the DMA. As a speaker at the National Postal Forum, Mr. Cohen received the **Top Three** award from *Pitney Bowes* for one of the best among 150 sessions.

Please join us for an informative presentation about this current and hot topic. For more information, contact Rachel McCarter at rachel@lmsonline.com or at 800.257.5902.

Steve Cohen is the founder and CEO of List Management Services, Inc. He has an extensive background in marketing, ranging from startup development to mature relationship-building marketing. Mr. Cohen graduated with a BSBA in Marketing from the University of Central Florida and started LMS in 1994. LMS supports some of the largest mailers delivering business intelligence and innovation.

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