



ALLIANT NEWS RELEASE

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FOR IMMEDIATE RELEASE

Mary-Jo Checco Joins Alliant Cooperative Data Solutions

Brings comprehensive direct marketing experience

BREWSTER, NY — Mary-Jo D. Checco, a seasoned direct marketing professional, has joined Alliant Cooperative Data Solutions as an Account Director. In making the announcement, JoAnne Monfradi Dunn, Alliant's president and CEO, said, "As Alliant continues to grow, we are committed to bringing in exceptional talent from our industry. Mary-Jo's experience on both the mailer and supplier side of the business is a major asset to our organization."

Alliant Cooperative Data Solutions, LLC, is a leader in the commercialization of cooperative databases that help marketers predict profitable consumer behaviors. Alliant is the developer of TransactionBase™, the direct marketing industry's largest and most comprehensive effort to combine the consumer performance records of the country's leading mailers and internet marketers. With information on over 116 million US consumers, Alliant uses the information in TransactionBase™ to help marketers identify their best prospects and manage their existing customers more effectively.

Ms. Checco will join the Client Engagement Team headed by Bart Surrick, Alliant's vice president of account management. "As account director, Mary-Jo will closely monitor our clients' needs to ensure that their annual objectives are being met or exceeded," Mr. Surrick explained. "This is a key position for Alliant as we continue to align our services to meet our client's needs. Our clients are of utmost importance and it is incumbent on us to make sure that our products and services continually assist them in their growth."

Throughout her direct marketing career, Ms. Checco has held product and account management positions with companies such as Novus Marketing, International Masters Publishers, PlusMedia and Scholastic At Home (Grolier). At Scholastic she managed the package insert program and generated new third-party relationships with companies such as Fisher Price and Universal Studios.

Ms. Checco has been a speaker at industry events addressing topics such as vendor/mailer relationships and integrating direct response media. She holds a Bachelor's degree in business administration and marketing from Hofstra University. She also earned a Master's degree in direct marketing from Mercy College and was inducted into that institution's Delta Mu Delta Business Honor

Society.

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