



ALLIANT NEWS RELEASE

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FOR IMMEDIATE RELEASE

Rodale Inc. Partners with Alliant to Drive Database Marketing Innovation

*Rodale begins contributing to Alliant cooperative databases;
Implements new breed of campaign optimization initiatives.*

BREWSTER, NY - Alliant Cooperative Data Solutions announced today its selection by Rodale Inc. as a prime partner in the delivery of campaign optimization solutions. Rodale will utilize Alliant solutions to improve the performance of acquisition efforts across its business units, including magazine publishing and sales of books and other products. In a separate agreement, Rodale has agreed to become a contributor to Alliant's cooperative databases.

"Alliant's solutions are a step forward for us as we reach out to new sources of consumers, and improve the overall timeliness and relevance of our outbound marketing efforts," explained Todd Leiser, Rodale's VP of Database services. "We looked at a number of potential partners, but Alliant's business approach to our specific needs made this an important alliance for Rodale."

In response to a competitive RFP for database marketing services, Alliant's account management and analytics teams worked closely with Rodale to develop, test and validate acquisition models for their largest magazine and book titles optimizing campaign return on investment. In addition, Alliant and Rodale are currently working on strategies to leverage Alliant data to optimize housefile segmentation and maximize lifetime value.

"As a market leader, Rodale demands results," said JoAnne Dunn, President and CEO of Alliant. "An analytics-only cooperative offers marketers superior data without compromising proprietary business information or consumer privacy. Our ability to partner with Rodale and deliver value-based business results is a strong validation of our business concept."

With the addition of Rodale, Alliant now has 16 active contributors and is providing services and solutions to at least 30 other major offline and online marketers. The company maintains detailed histories on response and retention patterns for 116 million consumers across major direct response marketing categories. Alliant offers modeled solutions and predictive data variables to marketers seeking to improve campaign results and find new sources of names to promote profitably. Alliant has recently updated its web site, which can be found at **www.alliantdata.com**.

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About Alliant

Alliant Cooperative Data Solutions, LLC is a leading developer of cooperative databases that help marketers predict profitable consumer behaviors. Alliant's cooperative data represents the industry's most comprehensive effort to date to provide a multi-enterprise view of direct marketing consumers, enabling campaign-specific insight on more than 116 million direct marketing customers. Alliant offers solutions from two distinct data resources: DecisionBase360™ allows marketers to target consumers based on performance histories, channel and affinity information. TransactionBase® is a credit decisioning database that offers a powerful but cost-effective alternative to traditional credit scores.

About Rodale Inc.

Rodale Inc. is the authoritative source for expert content in health, fitness and wellness around the world, reaching nearly 40 million people each month. The company publishes some of the best-known health and wellness lifestyle magazines, including Men's Health, Prevention, Women's Health, Runner's World, Best Life, Bicycling, Backpacker, Mountain Bike and Organic Gardening, and is also the largest independent book publisher in America with a collection of international titles, including The South Beach Diet and The Abs Diet franchises. Rodale's broad range of media platforms includes magazines, books, video and extensive Web sites. The company is also a leader in direct-response marketing and has more than 25 million active customers in its database. www.rodale.com.