



## ALLIANT NEWS RELEASE

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**Alliant Cooperative Data Solutions, LLC**  
301 Fields Lane  
Brewster NY 10509-2621  
www.alliantdata.com

**Contact for more information:**  
Rick Witsell, VP Marketing  
845-276-2600 ext. 218  
rwitsell@alliantdata.com

### FOR IMMEDIATE RELEASE

## **Strong Growth in Multi-Channel Business Enables Alliant to Expand Its Solution Delivery Team**

*Citing increasing demand for customized, ROI-enhancing solutions for direct and interactive marketers, leading provider of behavioral-based consumer segmentation services announces four new hires.*

BREWSTER, NY, February 19, 2010 — Defying a severe economic downturn while adapting to a rapidly changing marketing landscape, Alliant achieved strong growth in 2009 on its ability to deliver strong consumer segmentation solutions across channels. After posting a double-digit increase in revenue for the year, the company reported that it was making strategic investments to enhance client service, particularly in the areas of e-commerce and multi-channel solutions. To meet this growing demand, Alliant has added four highly experienced professionals to its team: James Walker, Ph.D.; Renae Gollins; Frederic Velluci; and Malcolm Houtz.

According to JoAnne Monfradi Dunn, Alliant's President and CEO, "Alliant has performed unusually well during an extremely difficult period for the direct marketing industry. At a time when others are cutting back, we are experiencing growth as a result of our ability to serve as a consultative partner capable of delivering innovative, data-driven solutions to enhance marketing ROI."

The new hires are part of a program of ongoing investments that will allow Alliant to deliver new multichannel marketing optimization solutions, increase capacity in its batch and real-time processing, and strengthen client service.

Alliant built its reputation on the strength of unique data resources, a highly respected analytics team, and strong client services focused on direct marketing ROI. Over the past two years, the company has developed significant new capabilities supporting digital marketing channels. The ability to deliver transaction-based behavioral data in virtually any channel has made Alliant leading partner for multi-channel marketers seeking improved marketing results.

"This is an incredibly dynamic and exciting era for marketers," Ms. Dunn continues. "Rapid changes in marketing technology have created amazing opportunities for marketers to increase the relevance,

reach and ROI of their marketing investments. Alliant continually seeks out uniquely talented and responsive individuals who can enhance our reputation for innovation and rigorous analytics and we are delighted to bring the vast knowledge and experience of our new team members to the table.”

The new hires will increase Alliant’s capacity in Account Management, Analytics and Process Development. The new team members include:

**James D. Walker Ph.D., Director of Analytics**

A graduate of Duquesne University (BS, Business Administration) and CUNY (Ph.D., Economics), Jim Walker has over 17 years of professional experience as an economist, financial analyst, project manager and business planner, including Citigroup, AT&T, Pitney Bowes and IBM. Jim will lead Alliant’s analytic team in the delivery of predictive modeling, database marketing, customer acquisition and retention, campaign analytics and customized reporting services.

**Renaë Gollins, Account Executive**

Renaë brings 22+ years of direct marketing and analytical research and consulting experience to Alliant, most recently serving as Senior Vice President at MH2 Direct where she successfully managed a team of sales, analytic and customer service professionals. Renaë previously worked for Donnelly Marketing/infoUSA as Director of Research Consulting – Analytical Services. She holds an MBA in Marketing from Fordham University.

**Frederic Velluci, Senior Applications Analyst**

A seasoned professional with 30+ years of experience in programming, data modeling, data analysis, data integration, and project management, Frederic Velluci has worked for Health Management Systems, I-Behavior, Pfizer, Prodigy, Readers Digest and General Foods. A proven programming team leader and mentor, Frederic will oversee complex programming, analytical and reporting requirements.

**Malcolm Houtz, Statistician**

With an MS and Graduate Fellowship from Stony Brook University, Malcolm Houtz has provided analytic support to companies such as Time Warner Cable, Pitney Bowes, and Reed Exhibitions. Malcolm will focus on predictive modeling, data mining, data classification and segmentation.

“We live in a world where innovation, relevant data, and strong marketing analytics are increasingly essential to success,” adds Ms. Dunn. “Strengthening our team will help us to continue deliver the creative, profit-enhancing solutions that enable our clients to gain a competitive edge in today’s tough economy.”

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**About Alliant Cooperative Data Solutions, LLC**

Based in Brewster, NY, Alliant offers consumer segmentation solutions that enable direct marketers to achieve higher profitability across multiple channels, including traditional mail, DRTV and digital e-marketing. Alliant’s proprietary cooperative databases include over 120 million consumer files packed with rich, behavioral, transaction-level customer data contributed by many of the world’s leading direct response marketers. Alliant uses its proprietary data to empower intelligent decision-making, delivering powerful multi-channel solutions that assist direct marketers in identifying profitable new customers, increase response rates and average order size, minimize payment risk, and increase the success of customer retention and reactivation efforts. For more information, visit: [www.alliantdata.com](http://www.alliantdata.com)