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FOR IMMEDIATE RELEASE

Demand for Predictive Segmentation Solutions Spurs Growth at Alliant

Veteran direct response marketer Christine Pelczar joins Alliant as Director of Sales. Staff expansions announced for Business Development and Account Management functions.

BREWSTER, NY, July 29, 2010 — Although the signs of recovery in the general economy are decidedly mixed, demand for sophisticated data-driven marketing solutions continues to grow at Alliant.

After completing its strongest first half revenue performance since its founding, Alliant is expanding its sales and marketing teams to support increasing demand for customized predictive segmentation solutions. The company provides services to a wide range of multi-channel direct-to-consumer marketers — utilizing data-driven optimization technologies that promise clients increased returns on their marketing investments.

Christine Pelczar has joined Alliant in the newly created position of Director of Sales. In this new role Pelczar will focus on custom solutions for online marketers, as well as expanding Alliant's reach into the insurance, general merchandise and sweepstakes markets. She has 20 years' experience in marketing services sales and was most recently VP of Business Development for Modern Vision Media. She has also held senior positions with Vision Marketing and National List Exchange. Pelczar will join the sales team led by Donna Hamilton, VP Sales and Business Development.

"We were very fortunate to find a sales professional with the scope of experience Chris offers," Hamilton said. "Alliant's sales process is very consultative and requires a broad understanding of marketing economics and multi-channel optimization. Clients and prospects demand insight from their service providers and Chris has unique talent for identifying optimization opportunities."

In addition to Pelczar, Alliant has also expanded the professional capabilities of its marketing and sales teams with the addition of Kira Dembeck and Megan Ford, both recent honors graduates of New York-area college marketing programs. Dembeck will have responsibility for development and deployment of marketing outreach programs. Ford will assist in the development and fulfillment of business opportunities with new and existing clients.

Direct-to-consumer marketers are under intense pressure to increase profits. The need for greater precision and accountability for marketing investments is causing more and more marketers to deploy data-driven analytics to optimize their efforts.

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“Our clients operate in an increasingly complex marketing environment. Alliant directly supports their need to manage return-on-investment in online and offline campaigns” said JoAnne Monfradi Dunn, Alliant’s President & CEO. “Alliant offers the unique data sources and sophisticated analytics marketers need to gain insight into what truly works in a multichannel environment. As a result our Sales and Account Management activity has increased dramatically compared with the same period last year.

“We are delighted to be increasing our services bandwidth and we expect that these moves, in combination with the investments we have made in our processing infrastructure over the past six months, will increase our ability to support our clients’ growth in the years to come.”

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About Alliant

Based in Brewster, NY, Alliant offers predictive segmentation solutions that enable direct-to-consumer 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 monthly by many of the world’s leading direct response marketers. Alliant uses its proprietary data to empower insight for marketing decisions, delivering powerful multi-channel solutions that let marketers identify 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