



ALLIANT NEWS RELEASE

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FOR IMMEDIATE RELEASE

Alliant Expands Leadership Team

Strategic marketing veteran Donna Hamilton to join Alliant as Vice President of Sales & Business Development

BREWSTER, NY, June 30, 2009 – As demand for advanced analytics to optimize direct and interactive marketing campaigns expands, Alliant is adding depth to its strategic client services team. Donna Hamilton has joined Alliant as Vice President of Sales and Business Development with responsibility for delivery of all Alliant campaign optimization solutions.

Ms. Hamilton most recently held the position of Senior Vice President with Millard Group, Inc. of Peterborough, NH where she oversaw new business and product development efforts. At Millard she was instrumental in developing ecommerce partnerships to support the expansion of multi-channel marketing for catalogers and other direct merchants.

“As marketers seek to build value across channels, Donna brings a wide range of insight and experience to the table,” said JoAnne Monfradi Dunn, Alliant’s President and CEO. “Alliant’s clients look to us to deliver strategic solutions backed by marketing analytics and Donna will certainly bring added depth to our capabilities.”

Alliant has experienced solid growth over the past year by delivering behavior-based targeting solutions to marketers seeking to expand their access to ecommerce-based strategies. Alliant’s ability to optimize direct-to-consumer strategy through marketing analytics is increasingly winning the attention of publishers, continuity marketers and non-store retailers seeking an edge in a tough direct marketing economy.

“Alliant is driven by innovation. That’s what attracted me to them,” said Hamilton. “We live in a world where relevant data and strong marketing analytics are increasingly the keys to success and I believe that Alliant occupies a unique position among database marketing partners. I’m looking forward to helping our clients optimize campaigns in a multi-channel marketing environment.”

About Alliant Cooperative Data Solutions, LLC

Alliant's consumer segmentation solutions let multi-channel marketers achieve higher levels of profit in direct and interactive marketing campaigns. Alliant's proprietary cooperative databases include behavioral, transaction-level customer data contributed by many of the world's leading direct response marketers, powering marketing decisions with a rich, detailed source of consumer behavioral information. Alliant's marketing analytics capabilities deliver powerful solutions for marketers seeking to identify profitable customers, increase response and average order size, minimize payment risk, and increase the success of their customer retention and reactivation efforts. Based in Brewster, NY, Alliant is a Landmark Interactive company. Alliant's web site can be found at www.alliantdata.com.

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marketing analytics, database marketing, direct marketing, interactive marketing, behavioral targeting, campaign optimization, fulfillment processing, publishers, direct mail, e-commerce, lead generation, internet marketing, web analytics