

KPI DIRECT HIRES TWO DIRECT RESPONSE LEADERS AS PART OF COMPANY EXPANSION

Joel Iverson to Lead New Technology Practice Group and Sharity Medrano to Manage Customer Retention and Call Center Operations

PORTLAND, ME - March 24, 2008 – KPI Direct, a full-service direct response marketing agency, hires two direct response industry veterans to serve the firm's expanding client roster.

Joel Iverson

KPI Direct hired direct response industry expert Joel Iverson to head up its new Technology Practice and Analytics Group. Joel previously served as operations director at Astral Brands where he managed television and web-based retailing operations for top performing beauty and wellness brands including Aloette, Pur Minerals, and Theracyl. Prior to Astral, Joel worked as a project manager with Vital Vision where he was involved with direct response campaigns for several industry heavyweights including the George Foreman Grill and Juiceman brands.

According to Scott Badger, president of KPI Direct, "The ability to standardize campaign data from multiple service providers has been the Achilles' heel for many companies. Joel will be essential in helping clients collect standardized campaign information so they can make better business decisions."

Joel believes the advertising industry is undergoing a dramatic transformation and states, "We're on the forefront of the next generation of direct response advertising. Technology is the driver for more accountable advertising. And the companies that leverage technology tools, across multichannel campaigns, are going to come out on top."

Sharity Medrano

KPI Direct hired marketing operations expert Sharity Medrano to oversee its Retention Management Group. Sharity previously served as operations director at a local marketing agency where she oversaw call center operations and quality assurance for a variety of clients. Prior to the marketing agency, Sharity served as operations manager at Great Falls Marketing (formerly AdvanceTel Direct) where she managed campaign provisioning and setup, served as a liaison to multiple vendors, and was responsible for work force management, to increase the profitability and performance for top performing brands such as Dual Action Cleanse, ScalpMed, Lucidal, and Nature Trade Center products.

"Many companies focus almost exclusively on new customers. But savvy firms also invest in call center programs that enhance customer retention and recovery. I enjoy looking at a campaign in its entirety and finding ways to improve efficiencies and enhance the customer experience," said Sharity.

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According to Scott Badger, president, “Sharity brings an important new dimension to KPI Direct. She has the ability to analyze campaign performance and work collaboratively with vendors to enhance processing, fulfillment and overall profitability.”

About KPI Direct

KPI Direct is a full-service marketing agency that develops and manages direct response marketing programs in the beauty, health and wellness industries. KPI Direct’s lifecycle management system guides organizations through product conception, funding, media testing, roll-out and vendor and profitability management. Its turnkey KickStart™ and ProfitMax™ programs help advertisers quickly launch products and increase profitability. KPI Direct manages multi-channel campaigns that span radio, print, web and short- and long-form television (infomercials). It has helped many leading brands launch or optimize successful campaigns including Pentabosol, Lucidal and Protexid. www.kpidirect.com.

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