



KPI DIRECT HIRES MELANIE PRITCHARD AS MARKETING ASSISTANT

PORTLAND, ME – August 3, 2010 - KPI Direct, a direct marketing and brand management agency, hires Melanie Pritchard as marketing assistant. Melanie most recently worked at Goodman Decorating Company where she served as executive administrative assistant reporting directly to the president.

“Her enthusiasm is genuine,” states Darren Fisher, director of KPI Direct’s Atlanta office. “She’s managed projects and served customers in many fast-paced environments. Her addition to the team helps support our expanding Atlanta operations.”

About KPI Direct

KPI Direct is a direct marketing and brand management agency that develops and manages marketing programs in the beauty, health and wellness industries. Its turnkey KickStart™ and ProfitMax™ programs help advertisers quickly launch products to consumers and increase profitability. KPI Direct centrally manages multi-channel campaigns that span live TV shopping, radio, print, web, retail, and short- and long-form DRTV television (infomercials). The agency is a member of Direct Response Marketing Alliance (DRMA) and the Electronic Retailing Association (ERA). KPI Direct is headquartered in Portland, ME with an office in Atlanta, GA. Visit www.kpidirect.com

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