



KPI DIRECT HIRES NIDA LOPEZ AS MARKETING ASSISTANT

PORTLAND, ME – November 28, 2011 - KPI Direct, an integrated direct marketing and brand management agency, announces Nida Lopez as marketing assistant. Previously, Nida worked at Apollo Group Inc. where she served as an education field rep.

“Nida has incredible organizational skills,” states Darren Fisher, director. “Her creativity, enthusiasm and attention to detail help keep client campaigns running smoothly.”

Since media can be the largest budget item in a direct response campaign, Nida closely analyzes media performance and compares results to pre-set goals. Nida focuses on data accuracy and conducts weekly campaign reporting. She also helps manage media agency partners and vendors.

About KPI Direct

KPI Direct is an integrated direct marketing and brand management agency. 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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