

FOR IMMEDIATE RELEASE
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FOR ADDITIONAL INFORMATION, CONTACT
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Keith Sheridan Joins MBS as Executive Vice President, Technology Solutions

Central Islip, NY - June 11, 2008 - MBS, a leading provider of advanced direct marketing services, announced today that Keith Sheridan has been appointed Executive Vice President, Technology Solutions.

Reporting to Lissa Napolillo, President, MBS, Mr. Sheridan will be responsible for building and executing strategic initiatives for Klondike®, MBS' online marketing database solution; the maintenance and upgrades of all current Klondike installations; the design and build of all new Klondike installations, platform architecture and data operations, system software and user interfaces; and overall solutions delivery.

Mr. Sheridan has 16 years of diverse experience with an extensive technical background, excellent management and client support skills, and a wealth of expertise with decision support systems and large data warehousing operations. Most recently, he was employed at Verispan, a healthcare database informatics solutions provider, in Waltham, MA and spent five years as their Vice President, Information Management and Technology. As Verispan's chief information and technology leader reporting to the CEO, Mr. Sheridan served as a member of the Executive Leadership team. His direct responsibilities included building and managing a team of over 125 highly skilled technical professionals in a broad range of technical areas including Research and Development, Applications Development, Decision Support Systems, Data Warehousing, Platform Architecture, Consulting Analytics, Enterprise Data Warehouse Administration, and Operations. Under Mr. Sheridan's leadership, Verispan built the industry's largest patient longitudinal enterprise data warehouse and developed the first syndicated, projected patient database and product offering.

Prior to Verispan, Mr. Sheridan served as the chief technical architect behind Fidelity Investments' launch of the first nationwide 529 College Savings Plan.

Mr. Sheridan's educational background includes a BS from Rensselaer and a certification from MIT for Executive Studies in Management and Leadership for Technical Professionals.

About MBS

MBS, a division of World Marketing, offers a range of outsourced direct marketing services, including strategic guidance and analytical solutions; customer database design and maintenance; data processing and address hygiene; and ecommerce solutions and email campaign management services. Founded in 1967, MBS has long-standing relationships with many of the world's leading multi-channel retail, Internet, catalog, and healthcare organizations, including: Tiffany & Co., Bloomingdale's, Hanesbrands, Cleveland Clinic, and Things Remembered. For more information, please call Collette Coyne, Director, Marketing Communications, at 631-851-5073, or visit <http://www.mbsinsight.com>.

About World Marketing

World Marketing is an end-to-end provider of quality direct marketing, fulfillment, and critical document solutions. From data to delivery, nationally known clients choose to partner with World Marketing for their unique ability to optimize the addressing and delivery of customer communication. For additional information visit www.worldmarkinc.com.