

FOR IMMEDIATE RELEASE
May 14, 2008

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MBS Holds User Forum: *Defining the Future*

Wading River, NY - May 14, 2008 -- MBS, a leading provider of advanced marketing database solutions, is hosting more than 75 attendees at its User Forum, *Defining the Future*. The conference is taking place at the Inn at East Wind Conference Center, Wading River, NY.

Lissa Napolillo, President, MBS stated, "We are delighted that so many of our clients could join us at this event, which has been designed specifically around their interests, needs, and business challenges. The Forum is an exciting opportunity for our client community to meet to share marketing successes, hear from industry leaders about trends in the marketplace, and learn more about MBS' strategic initiatives for our marketing dataset solution, Klondike®."

Defining the Future's Keynote Speaker is Michael Silverstein, Senior Partner and Managing Director, The Boston Consulting Group, who will share his unique vision of the powerful global trends that are driving today's marketing environment. Michael is an expert in consumer behavior and brand development and his highly praised, award winning books, *Trading Up* and *Treasure Hunt*, provide brilliant insight into the modern American consumer, the stratospheric rise of New Luxury brands, and the polarization of the marketplace.

Additional speakers include Don White, Managing Partner, March Second, on the role of technology in the future of direct marketing; David Braunstein, Vice President, Consultative Services, MBS, who will present MBS' product roadmap for the next three to five years; and MBS clients Carol Davis, Vice President - Catalog - Direct To Consumer, Hanesbrands Inc.; Greta MacDonald, Director, Origins Global CRM, Estee Lauder; Mikal Celentano, Director, Global Marketing, Tumi, Inc.; as well as industry colleagues Monica C. Smith, President and Chief Executive Officer, Marketsmith Inc.; and Chris von der Linden, Senior Vice President, Consumer Markets, Echelon Marketing Group.

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, and catalog organizations, including: Tiffany & Co., Bloomingdale's, Hanesbrands, 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, contact World Marketing at www.worldmarkinc.com.