

FOR IMMEDIATE RELEASE
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World Marketing Names Lissa Napolillo President of MBS

Omaha, NE - October 4, 2007 - World Marketing, a premier provider of integrated direct marketing solutions for Fortune 1000 companies nationwide, has named Lissa Napolillo President of its MBS division. MBS offers a range of advanced direct marketing services, including outsourced marketing database and order processing solutions.

Lissa will report to Mac Rodgers, President and Chief Executive Officer, World Marketing. She will oversee all aspects of MBS' business and will directly manage Business Development, Finance, and Operations.

Lissa is a seasoned direct marketing professional with more than 25 years of experience in sales, marketing, and consultative services. A veteran member of MBS' executive team, Lissa most recently served as Executive Vice President, Database Services, focusing on client management, new business development, analytics, and interactive marketing. During her 14 year tenure at MBS she has helped numerous marketing organizations understand their customer relationship management needs and achieve their strategic direct marketing and database goals. Lissa was highly involved in the initial design of Klondike®, MBS' state-of-the-art relational marketing database solution used by Hanesbrands, Bloomingdale's, Tiffany & Co., Things Remembered, Cole Haan, and many other MBS clients.

Prior to joining MBS in 1993, Lissa was VP of Business Development for Intelligent Business Systems, which delivered advanced, artificial intelligence tools designed for Fortune 100 IT teams.

"Throughout her MBS career, Lissa has demonstrated expertise not only in direct marketing strategy but in the effective management of MBS' growth and advancement in the areas of products and services, technology, professional staff, revenue, and financial strength. She has been instrumental in developing valuable client and industry relationships and has a clear vision for future growth and innovation. We are thrilled to have her at the helm of the MBS organization," stated Mac Rodgers.

Lissa has written numerous articles for trade magazines and is an active speaker at industry trade shows and seminars. She is past chairperson of the DMA Marketing, Technology and Internet Council and is a supporter of the Direct Marketing Educational Foundation. She holds a BA in Accounting and Marketing.

About World Marketing

World Marketing is a privately held direct marketing company that offers its customers end-to-end services through eight locations nationwide. World Marketing has a wide menu of direct marketing services including creative, database, lettershop, fulfillment, and critical document processing services. World Marketing works with some of the nation's leading marketers including: American Airlines, Kraft, Omaha Steaks, E*Trade, Bristol-Myers Squibb, and ABN AMRO. For additional information visit www.worldmarkinc.com.

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; ecommerce solutions and email campaign management services, and order processing, fulfillment, and customer care. 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>.