

**FOR IMMEDIATE RELEASE**  
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### **MBS Announces Stan Braunstein Retirement**

**Central Islip, NY, January 30, 2008** - MBS, a Division of World Marketing, Inc., today announced that Stan Braunstein, long time member of MBS' Executive Team and former President, is retiring as of January 31.

Braunstein is a veteran of the Direct Marketing Industry who first joined MBS 27 years ago as Executive Vice President. In 1996, he took the reigns as President of MBS and in 2001 was a member of the management team that, in conjunction with World Marketing, purchased MBS from the DIMAC Corporation.

During his long tenure with MBS, Stan helped build the company into what it is today. He served on the team that developed, introduced, and later enhanced Klondike®, MBS' proprietary database marketing solution, first released in 1996.

Prior to joining MBS, Stan worked at Publisher's Clearing House, where he wrote PCH's original merge/purge system, which was revolutionary at the time. He also served as Vice President of Marketing at American Express Direct Marketing.

Throughout his career Stan was an active member of the direct marketing community, serving as Chairman of the MTIC Council and Vice Chairman of the Retail Marketing Council of the DMA. He was also a college professor, teaching Data Processing at Nassau Community College, and contributed to several widely-used database marketing textbooks.

Lissa Napolillo, President, MBS, said "I congratulate Stan on his retirement after so many years of dedicated service to our organization. He has earned the esteem of his colleagues at MBS and the respect of his peers throughout the direct marketing industry. On behalf of everyone at MBS, I wish to thank him for his invaluable contributions to the success of our company."

#### **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 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](http://www.worldmarkinc.com).