

FOR IMMEDIATE RELEASE
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MBS Promotes David Braunstein to Senior Vice President, Strategic Services, and Michele Jones to Vice President, Account Services

Central Islip, NY - September 29, 2008 - MBS, a leading provider of advanced direct marketing services, announced today that it has promoted David Braunstein to Senior Vice President, Strategic Services, and Michelle Jones to Vice President, Account Services.

David will lead MBS' Strategic Services team, newly formed to integrate MBS' analytical and consultative capabilities and enhance the company's focus on marketing strategy, optimize support for data driven customer insight, and better assist clients in leveraging their valuable database assets. David, who joined MBS in 2003, has over 15 years experience in direct marketing and is an expert in database and Internet marketing. He has written numerous articles for trade magazines and is an active speaker at industry trade shows and seminars.

Michele Jones oversees MBS' Account Services department in the day-to-day management of clients' database marketing programs. She is responsible for a staff of experienced account executives who support MBS' clients in the execution of their marketing programs by managing database updates, providing campaign management assistance, and implementing effective address hygiene and data processing protocols. Michele has been with MBS since 1989.

Lissa Napolillo, President, MBS, commented, "Please join me in congratulating Dave and Michele, both dedicated members of MBS' management team, on their well-deserved promotions. Their contributions to the growth of our organization and the strengthening of our client relationships are immeasurable."

About MBS

MBS offers a range of outsourced marketing solutions and services, including database build and maintenance, strategic guidance, analytical services, and interactive marketing and e-commerce solutions. MBS has long-standing relationships with many of the world's leading retail, catalog, publishing, and non-profit organizations. Founded in 1967, MBS is management-owned in partnership with World Companies, Inc., a subsidiary of the Omaha World-Herald. For more information, please call Collette Coyne, Director, Marketing Communications, at 631-851-5000, or visit <http://www.mbsinsight.com>.

About World Marketing

World Marketing, Inc. (WM) is an end-to-end provider of quality direct marketing, fulfillment, and critical document solutions. A premiere provider of direct mail

production solutions for Fortune 1000 companies, WM offers clients a full range of services, including order processing and fulfillment, lettershop, address hygiene, merge purge, list management, and data append services. Headquartered in Nebraska, WM maintains offices in Atlanta, Chicago, Dallas, Los Angeles, New York, Omaha, Phoenix, and St. Louis. World Marketing, Inc. operates as a subsidiary of Omaha World-Herald Company. For additional information visit www.worldmarkinc.com.