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FOR ADDITIONAL INFORMATION,
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North Shore Animal League Selects MBS to Provide Database Services

Central Islip, NY - February 9, 2009 -- MBS, a leading provider of advanced marketing services, announced today that it has been selected by North Shore Animal League to provide marketing database services for the not-for-profit's marketing and fundraising programs. Founded in 1944, the North Shore Animal League is the world's largest no-kill pet rescue and adoption organization. Since its founding, the League has placed close to one million pets into carefully selected homes.

North Shore Animal League will utilize MBS' database services to raise awareness, solicit donations, and promote the League's mission of saving the lives of pets through adoption, rescue, spay/neutering, and advocacy initiatives.

"We've chosen MBS because we believe they offer both the operational excellence and strategic focus that we require in a partner," said Valerie Fields, Senior Vice President, CFO, North Shore Animal League. "Their direct marketing expertise and not-for-profit experience will greatly contribute to innovation and increased efficiency in our direct response fundraising programs."

Lissa Napolillo, President, MBS, said, "We are looking forward to working with the North Shore Animal League and helping them to continue to achieve their mission and their goals. We are inspired by their commitment to their cause and will be dedicated to providing our professional services to help achieve the greatest return on North Shore Animal League's direct response fundraising investment."

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 e-commerce 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 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.

About North Shore Animal League America

North Shore Animal League America, headquartered in Port Washington, NY, is the largest no-kill animal rescue and adoption organization in the world. The Animal League reaches across the country to rescue, nurture, and adopt nearly 20,000 pets into happy and loving homes every year. Since its founding 1944, they have placed close to 1 million puppies, kittens, cats, and dogs into carefully screened homes. The Animal League was one of the first animal rescue agencies on the ground in the aftermath of Hurricanes Katrina and Rita. To date they have rescued more than 2,500 pets from the region, all of which have been adopted except for 22, which were reunited with their families. The Animal League is home to the Alex Lewyt Veterinary Medical Center, which provides 24-hour care for the sheltered pets and annually takes care of more than 10,000 outpatient visits, administers over 27,000 vaccinations, and performs over 14,000 free spay/neuter procedures for every adopted animal. They also offer affordable health care services at their public Pet Health Center. The League has a National Shelter Rescue team, and offers a wide variety of programs such as a mobile adoption program, puppy training, and adoption counseling. For more information on North Shore Animal League America visit www.AnimalLeague.org.