

FOR IMMEDIATE RELEASE
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FOR ADDITIONAL INFORMATION,
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MBS and Our365 Research Findings: *Young Families Expected to Pull Back this Holiday Season*

Central Islip, NY - December 2, 2009 - MBS, a leader in customer-centric marketing analytics, strategy, and database services, and Our365, a leading lifestage relationship marketing company, have conducted a new quarterly survey, dubbed "Young Families Outlook," and published a joint white paper establishing the impact of today's economy on families with children under the age of eight. The survey was conducted in October 2009 with more than 3,500 households, mostly from middle-income brackets. Results of the survey include:

- 65% of Young Families will spend "somewhat" or "significantly less" than last year when shopping this holiday season.
- Families hit hardest by the economic downturn will increase their use of outlet stores, while reducing their activity in online and specialty store channels.
- The Moms of Young Families are an overwhelmingly practical group and are far less likely to seek out fashion forward products for themselves.
- Word of mouth is the cornerstone influencer of discretionary purchases for these Young Families. By comparison, marketer-initiated influences, including social media, are important but less powerful influencers of discretionary spending.

The research and white paper are the product of a strategic partnership formed by MBS and Our365 to offer unique marketing solutions for a key strategic segment: families with children, newborn through age 18. MBS and Our365 will field the Young Families Outlook survey on a quarterly basis to Our365.com registered users.

Gaye Bredemeier, Vice President, Strategy and New Business Development, Our365 said, "We are pleased to be able to marry our unique customer assets with MBS' strategic and analytical capabilities to provide valuable insights like those found in this survey. We look forward to working closely with MBS to offer marketers additional lifestage and lifecycle segmentation solutions."

David Braunstein, Senior Vice President, Strategic Services, MBS commented, "MBS' partnership with Our365 offers our clients who target Moms and Families an exceptional opportunity to better understand the purchasing power of their target consumer -- ultimately, enabling them to leverage customer intelligence and engage this consumer more effectively."

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 retailers, including: Tiffany & Co., Things Remembered, Bloomingdale's, David Yurman, and Brooks Brothers. For more information, please call **Collette Coyne, Director, Marketing Communications**, at 631-851-5073, or visit <http://www.mbsinsight.com>.

About Our365

Our365 is America's largest provider of newborn portraits and a leading relationship marketing company serving moms. Each year, in partnership with some 2,000 hospitals nationwide, Our365 takes the first official portrait of 1.7 million newborns. Customized photography products include birth announcements, keepsakes, and gifts. Our365.com offers moms timely content, a vibrant social network of her peers, and a constant flow of value from trusted marketing partners. For additional information, contact **Gaye Bredemeier, VP Strategy and New Business Development, Our365** at gbredemeier@our365.com.