



FOR IMMEDIATE RELEASE

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MERITDIRECT AND RUF STRATEGIC SOLUTIONS ENTER INTO LICENSING AGREEMENT

OLATHE, Kan. – MeritDirect has entered into a licensing agreement with Ruf Strategic Solutions for their proprietary business cluster technology. The agreement incorporates Ruf Business Clusters into MeritDirect's cutting-edge business analytic and target marketing solutions. Ruf data is now resident within MeritBasesm, MeritDirect's proprietary Business Cooperative Database.

Ruf Business Clusters provide a unique segmentation system that empowers business-to-business target marketing analysis by utilizing demographic, census and proprietary econometric data that goes beyond the traditional company demographics (i.e., SIC code, number of employees, years in business). This dynamic system makes available a unique view of the business ecosystem. The clusters are used to profile and segment customer data and forecast or predict "clones" of statistically similar prospects within the marketing universe. The overall solution delivers marketing campaign optimization and ultimately a greater return on investment.

MeritBasesm is a business cooperative database with over 25 million sites and over 50 million unique contacts generated from over 900 of the most responsive business lists. This agreement will facilitate MeritDirect's ability to provide value-added services to their mailers. Additionally, MeritDirect clients will be able to better leverage customer data with the Ruf Business Clusters, enabling them to greatly enhance their prospecting efforts.

"As part of our continuous improvement to MeritBase, we are very excited to bring this robust targeting solution to our clients," says Blair D. Barondes, vice president for MeritDirect. "Ruf Business Cluster technology adds significant depth to our already powerful data, opening new prospect universes to our mailers as well as enhancing our analytical services."

For Ruf Strategic Solutions, the agreement strengthens the company's business-to-business sales and marketing channel. "This agreement creates a new solution for business marketers that incorporates the advantages of cooperative intelligence for market segmentation and prospecting that has been non-existent in the marketplace,"

explains Kurtis Ruf, partner and vice president with Ruf Strategic Solutions. "We expect to reach a new level of growth for the Ruf Business Clusters through the additional exposure and new applications that MeritDirect can provide."

About MeritDirect:

Founded in 2000, today MeritDirect (www.meritdirect.com) is a recognized leader in the B2B and B2C direct marketing industry, offering marketers an integrated marketing solution with an array of products and services. MeritDirect provides list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services, and with this, has been helping mailers and list owners achieve a superior return on their marketing investment. MeritDirect operates within a culture of continuous improvement, striving for leading edge processes and technologies that ultimately guide clients to the Higher Ground of higher response rates and lower costs in less time. For more information, contact Blair D. Barondes at 413-585-1628 or at bbarondes@meritdirect.com.

About Ruf Strategic Solutions:

Ruf Strategic Solutions delivers a full suite of marketing and business intelligence solutions designed to help organizations acquire new customers, retain existing customers, and develop one-to-one relationships to maximize profitability. Founded in 1976, Ruf Strategic Solutions has been helping organizations maximize the return on their marketing investment through superior customer intelligence. Ruf's unique ability to integrate vast arrays of data, technology tools, and over 25 years of expertise empowers organizations with truly actionable and measurable intelligence. Ruf Strategic Solutions is independently owned and operated. For more information, visit www.ruf.com or contact Kurtis Ruf at 913-782-8544 or at kurt@ruf.com.

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