

## Company Overview

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Redi-Direct Marketing, Inc. was founded in 1990 to help companies fully leverage the intelligence in their most valuable asset: customer and prospect data. Redi-Direct's StayinFront Inc. division has a strong global presence in over 40 countries providing industry leading CRM software, decision-support systems and eBusiness solutions. Domestically, Redi-Direct offers high quality list and data management services, relationship marketing solutions, multi-channel marketing campaign management, mail and fulfillment, digital printing, email deployment, web development and hosting. By working with Redi-Direct Marketing, companies streamline vendor management while gaining access to a broad array of tailored solutions that enable them to generate and nurture sales leads.

### *The Redi-Direct Marketing family of companies*

**StayinFront, Inc.** - CRM systems and support

**Redi-Data, Inc.** - List and data services

**Redi-Mail Direct Marketing** - Multi-channel marketing deployment, mail and fulfillment, lists and data services

**Dialog Marketing Services** - Customer acquisition and relationship marketing, Multi-channel marketing campaign design

**Headquarters** - Fairfield, New Jersey

**US** - Florida, Illinois

**Global** - Australia, India, Ireland, New Zealand, Singapore, United Kingdom

**Facilities** - Over 325,000 square feet of global production and office space DEA and VAWD® certified for pharmaceutical sample fulfillment

**Employees** - 850

**Financial** - Privately owned

**CEO** - Thomas R. Buckley

### *Sample Client List*

#### **Pharma**

Abbott  
AstraZeneca  
Bayer  
GlaxoSmithKline  
King  
Medicis  
Promius  
Roche  
Sanofi-Aventis  
Sepracor

#### **Consumer Goods**

Advantage Sales & Marketing  
DB Asia/Pac Breweries  
Kimberly Clark  
McCormick Spices  
McKee Foods  
Smith's Snack Foods

#### **Financial**

AIG  
Bank of New York  
Harris Direct  
Liberty Mutual  
Oppenheimer  
Prudential  
UBS Financial Services  
Wells Fargo

#### **Agency**

CommonHealth  
DDB&O  
Devon Direct  
G2 Direct & Digital  
Healthworld  
McCann  
Ogilvy  
Saatchi & Saatchi  
Sudler/Hennessey  
Torre Lazur

#### **Other**

AC Nielson  
BMW  
Covenant House  
Memorial Sloan Kettering  
Myron Manufacturing  
NY Bar Association  
Prudent Publishing  
Weekly Reader  
Xerox

### *Partners & Alliances*

Microsoft

Dell

American Medical Association

American Society of Health-System Pharmacists

Motorola

Fujiitsu

American Dental Association

DataFlux

Hewlett Packard

Toshiba

American Osteopathic Association

United States Postal Service