



FOR IMMEDIATE RELEASE

Contact: Frank Rinaldi
Phone: 860-217-1145
Email: frinaldi@affinitas.net

Affinitas Introduces “Off-The-Shelf” Direct Mail for the Cable Industry

Omaha, NE, February 6, 2009 – Affinitas announced that it has launched a program whereby companies that do business in the cable TV, phone, and Internet industries can select mail pieces for their use from a library of direct mail creative designed by Affinitas. The library of creative pieces is called “Off-The-Shelf” because companies can browse through a library that is dedicated to them, and select predesigned pieces with their company’s branding that are targeted by customer segment and product set.

Steve Gilbert, Senior VP of Marketing Services at Affinitas, commented “Our Off-The-Shelf program is pretty unique. The pieces are not only highly targeted for current customers as well as prospects, but they’re already tightly branded for most US cable companies. Plus they’re available completely turn-key for any cable company that wants to mail them. Companies can browse through literally dozens of predesigned pieces in a secure portal library built just for them, and they can select pieces they’d like to mail. They provide us with the mail date, and we do the rest. It’s really that simple.”

New creative for the Off-The-Shelf program is designed every two weeks, and previews are emailed to participating companies. Lead times are typically 90 days from first possible mail date to allow ease of planning.

Affinitas Corporation is a full service direct marketing agency with corporate offices in Omaha, NE and regional offices in Dallas, TX, Denver, CO, Chicago, IL, Cleveland, OH and Hartford, CT. Affinitas offers clients in the cable TV, internet, and phone service industries a wide variety of direct marketing solutions including call center services, direct mail creative and production, data and analytics, target market segmentation, and customer retention. To learn more about Affinitas or the “Off-The-Shelf” direct mail program, please visit www.affinitas.net or call 402-489-6254.

###