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FOR IMMEDIATE RELEASE

**Money Mailer Direct Marketing Hires Mely D. Silverio
Senior Database Marketing Analyst**

*Leading U.S. Direct Marketing Company Adds Analytics and
Statistics Modeling Expert*

Garden Grove, CA (April 7, 2008) – Mely D. Silverio, Ph. D, an expert in analytics and statistical modeling, has been hired as Senior Database Marketing Analyst with Money Mailer Direct Marketing, a leader in the \$62 billion direct marketing industry. In her new role, Silverio is responsible for the company’s enhanced multivariate predictive analytics and statistical modeling recently introduced by Money Mailer Direct Marketing, a new division of Money Mailer focused on offering its national customers a new and exciting level of analytics.

“I am excited to have the opportunity to join the Money Mailer Direct Marketing team at a time when the company is focused on bringing a new level of expertise to their national clients,” Silverio said. “With Money Mailer Direct Marketing’s enhanced analytics and statistics capabilities, we will be able to supply our customers with integrated and targeted direct marketing programs that feature greater precision than ever before.”

Silverio brings to Money Mailer Direct Marketing extensive knowledge and achievements in socioeconomic and statistical demography, multivariate statistics, and population studies. Prior to joining Money Mailer Direct Marketing, Silverio spent four years working with the HIV/AIDS Prevention and Youth Social service fields as Project Director in Los Angeles and as

Director of Health and Education Programs in San Gabriel. Additionally, from 2001 to 2003, Silverio was a professional lecturer in graduate-level courses in social statistics, SPSS, research methods, and development studies at the University of the Philippines-Diliman and De La Salle University in Manila.

“We are extremely excited to welcome Mely. Her expertise will help Money Mailer Direct Marketing deliver its customers a higher, more measurable return on their investments,” said Steven Gray, COO of Money Mailer. “Mely brings a dynamic skill set and stellar reputation to Money Mailer Direct Marketing.”

Mely holds multiple degrees; she received a B.S. in Statistics in 1984 and finished an M.A. in Demography at the University of the Philippines-Diliman in 1987. After coming to the U.S. in 1989, Mely attended The University of Hawaii at Manoa as a grantee of the East-West Center Population Program to earn her second M.A. in Sociology in 1992 and completed her Ph.D. in 2000. Silverio was also a Population Council Fellow (1994) and a Population Reference Bureau Fellow (1995). Silverio currently resides in Whittier, California with her husband Rick.

About Money Mailer Direct Marketing

Money Mailer Direct Marketing is a division of Money Mailer - *Entrepreneur Magazine's* #1 advertising services franchise for 2008 and ranked one of *Inc. Magazine's* 5,000 Fastest Growing Private Companies. Money Mailer Direct Marketing is a leader in the \$62 billion direct marketing industry by optimizing direct marketing results through integrated shared mail, one-to-one, and interactive solutions. Reaching more than 22 million households through shared mail alone, Money Mailer Direct Marketing is able to accurately target every household the U.S. with integrated solutions using a variety of methods ranging from direct mail to mobile phone advertising. To learn more call 800-416-1713 or visit www.moneymailerdirect.com.