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MKTG Services and F1RSTMARK Partner to Promote Database

October 13, 2004 -- MKTG Services has announced a partnership with F1RSTMARK,

Inc. of Campton, NH, to market and promote MKTG's Colleges and Universities database. This relationship will enable MKTG to expand revenue on the database through this additional sales channel.

MKTG says it has the oldest, most comprehensive, and targeted faculty, administrator and educational institution list available in the United States. The company's meticulously maintained file of more than 890,000 names has earned it a reputation as the direct marketing leader in the higher education market.

F1RSTMARK, one of the top 75 high-tech companies in New Hampshire, established its place in the direct marketing industry by promoting and marketing a variety of databases and business-to-business mailing and telemarketing lists. The firm's current client base includes professional list brokers, international consulates, publishers, manufacturers, distributors, and sales and marketing professionals.

"We are delighted to partner with F1RSTMARK." John Boroff, account executive at MKTG Services, said in a press release. "The new Web site they have launched will prove to be a valuable tool in promoting this database to the large universe of F1RSTMARK clients."

Michael Pomerantz, founder and CEO of F1RSTMARK, said in the release: "We are thrilled to be able to work with MKTG. Their college and university data is the best in the industry and we know that this partnership will be a great benefit to both companies."

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