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PRESS RELEASE

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V12 Group Acquires Direct Marketing Associates

RED BANK, NJ – V12 Group announces the acquisition of Direct Marketing Associates (DMA) [www.dmaleads.com] based in Delray Beach, Florida.

Direct Marketing Associates provides pre-screened credit bureau and lender data specifically tailored to the mortgage industry and mortgage banking professionals. Their product offerings include response driven mortgage data and turn-key direct mail programs, both of which will be added to the V12 Group suite of data driven marketing solutions. DMA's CEO Adam House will remain with V12 Group and will continue to lead the division. Said Mr. House, "Our team is thrilled about the acquisition and confident in what V12 Group is bringing to the table. Our combined strategies will further solidify us as the premier source for highly targeted leads to the mortgage industry."

V12 Group is a complete provider of multi-channel direct marketing solutions for a variety of industries. Further strengthening V12 Group's core data business is a key driver to the acquisition strategy which fortifies the company's growth. "This acquisition is a natural fit...DMA's business model builds on our data strategy and is complementary to our core competency of data driven marketing solutions," said V12 Group CEO Paul Chachko.

For more information about V12 Group or Direct Marketing Associates, log on at www.V12group.com or contact Christina Galbornetti at 732-842-1001.

More About V12 Group

V12 Group is the complete provider of measurable, multi-channel direct marketing solutions dedicated to increase customer acquisition and retention.

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We provide our clients with a strategic and integrated approach to direct marketing services that are all available through one resource. Utilizing proprietary hybrid and specialty select databases, we offer a multi-platform distribution model to deliver measurable results.

V12's full suite of services include:

- Postal Lists
- Opt in Email programs
- Telemarketing Lists
- Email, Postal and Phone Appending
- Data Enhancement
- Modeling and Analytics
- Affinity Marketing
- Data Processing Services
- Specialty Audiences
- Interactive Lead Generation Services

The company has offices in New Jersey, New York, Annapolis, MD and Tampa, FL.