

V12 Group Acquires Teramedia

RED BANK, NJ – V12 Group announces the acquisition of Teramedia [www.teramedia.com] headquartered in Orlando, Florida. This follows V12's recent acquisition of Direct Marketing Associates (DMA) [www.dmaleads.com] based in Fort Lauderdale, Florida.

Teramedia manages and brokers direct mail, e-mail, telemarketing, and multichannel lists. Their product offerings also include email append, eCOA, database hygiene, and data licensing—all of which will enhance V12 Group's suite of existing data driven marketing solutions. Teramedia's CEO Steve Hardigree will remain with V12 Group and will continue to be a driving force in the evolution of V12 Group. Mr. Hardigree states, "This agreement will mean a great deal to our clients and associates. Most significantly, our ability to create innovative products and services will be greater than ever. This will help ensure the continuation of our tradition of providing the highest value multi-channel direct marketing solutions."

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 will fortify the company's growth. "This acquisition reinforces V12 Group's growth strategy and we will continue to pursue complimentary business models that build on our core competency of data driven marketing solutions," said V12 Group CEO Paul Chachko.