

## **A very special announcement from DMA**

As of Friday May 11, 2007 Direct Marketing Associates has been acquired by V12 Group, an industry leading provider of measurable direct marketing data services. Included in this letter you will find a copy of the press release announcing the acquisition.

**To you our customers this means only one thing---more innovative lead generation products that will help you increase your mortgage marketing revenue.**

By joining forces with V12 Group, we look to further strengthen our position as the preeminent direct marketing company for the mortgage industry; today, tomorrow and into the future. We at DMA are excited by the opportunity.

Within the next few months we will be moving into a new and larger facility in the Fort Lauderdale area. Details and address information are forthcoming.

**We will be rolling out many new products over the coming months.**

As you may know, with varying degrees of success, many mortgage lead generation companies have attempted to integrate the power of the internet into their marketing capabilities. Two of V12 Group's core competencies are internet lead generation and email marketing.

**Therefore, we are pleased to announce that the first products to roll out under V12's guidance will be a suite of internet based lead generation products.**

It's important to note that these products have been tested and perfected in many other vertical markets. Due to this, you will be able to tap into internet marketing expertise that is both easy to set up (as in turn-key) and a proven success.

The first product in the suite will be timed, multi-channel email marketing. In other words, you will now have the ability to deploy strategically timed email promotions to reinforce your direct mail and telemarketing efforts; either before or after a specific campaign. This has been shown to increase campaign results exponentially.

**To introduce this service to you we are offering a totally free email campaign with any direct mail or data order over 10,000 records. This offer expires 6/30/07.**

Please note that in the future please make all checks out to Datagence Inc. DBA Direct Marketing Associates.

We look forward to serving your mortgage marketing needs and thank you for your continued patronage. Please visit our website for further information: [www.dmaleads.com](http://www.dmaleads.com). For more information on V12 Group please visit their website at [www.V12Group.com](http://www.V12Group.com).

Sincerely,  
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