

Direct Impact Wins Best of Show at MarketingSherpa Email Marketing Awards

Austin Direct Marketing Agency Awarded for Outstanding Email Marketing Campaign

AUSTIN, TX (April 2, 2008) – Direct marketing agency Direct Impact is pleased to announce it won the Best in Show award for its Logitech email marketing campaign at the third annual MarketingSherpa Email Marketing Awards.

The campaign featured a worldwide email launching Logitech's DiNovo Edge keyboard and MX Revolution mouse. It was sent to existing customers in the United States and 15 other countries. Each email was localized for the native language of that country and a total of 11 languages were developed. The campaign's open, click, and response rates far exceeded industry averages, and the campaign's cost was significantly less than others because one creative concept was able to be leveraged internationally.

"We're thrilled to win this award and are grateful to MarketingSherpa for creating it especially for us due to the success of our Logitech campaign," said Janet Rubio, Co-CEO of Direct Impact.

MarketingSherpa is a marketing research firm known for publishing practical case studies and benchmark guides to thousands of marketers. More than 300 entries were submitted for the awards, which are based on email marketing campaigns that work successfully in the real world. The entries were submitted in 10 categories and were further broken in to business-to-business or business-to-consumer.

Direct Impact's Best in Show award was the top award across all 10 categories in the competition.

Jeanne Hopkins, Chief Marketing Officer for MECLABS Group, parent company of MarketingSherpa, said that Direct Impact's Logitech campaign was chosen for the Best in Show award due to its incredible attention to metrics. "Direct Impact was able to launch a consumer product on a global basis with 11 different languages in 15 different countries," she said. "Keeping a handle on this massive undertaking was exemplary by any standard."

Direct Impact will now be known as Engauge Direct. Engauge is a marketing agency that was created in February of 2007 through a partnership between private equity firm Halyard Capital and direct marketing icon Stan Rapp. The Engauge brand encompasses Engauge Direct (formerly Direct Impact), Engauge Communication (formerly advertising agency TenUnited), Engauge Digital (formerly digital agency Spunlogic), and digital technology development firm StreamRight.

About Direct Impact

Direct Impact is a direct marketing agency that embraces the new Marketing 2.0 disciplines of seamless traditional direct marketing, interactive, and brand development. It delivers value-added strategic thinking based on customer database

behavioral analytics, and market insights, and creates programs that transform clients' marketing initiatives. Some of Direct Impact's clients are Best Buy For Business, Logitech, Sony, TiVo, and VH1.

About Engauge

Engauge is a marketing agency formed to unite the power of branding, digital, and direct marketing. At Engauge, brilliant minds from diverse disciplines come together in a uniquely structured environment to encourage true collaboration and profitable results. Each entrepreneurial center of excellence at Engauge retains its core specialization and can access expertise throughout the enterprise when a holistic solution is required. Engauge's proprietary creative thinking process develops transformational ideas that change minds, revitalize brands, and improve bottom lines. Engauge's clients include Airborne, Best Buy For Business, Boston Scientific, The Coca-Cola Company, The Home Depot, InterContinental Hotels Group, International Delight, Land O'Lakes, Logitech, Perkins Restaurants, Pert Plus, Sony, the State of Georgia, Sure, TiVo, Turner Broadcasting, UPS, and WellPoint. Its staff of 300 associates is located in Atlanta, Austin, Columbus, Orlando, and Pittsburgh.