

FOR IMMEDIATE RELEASE

Bresnan Communications Gains Strategic Consumer Insight With The Pluris Integrated Marketing Solution™ (IMS)

Leading Broadband Telecommunications Company Experiences \$1.3M Revenue Increase from Single Marketing Program Using IMS

Framingham, MA - May 12, 2008 - [Pluris Inc.](#), a leading provider of fully integrated, multi-channel marketing solutions, today announced that Bresnan Communications, a broadband telecommunications company that serves more than 300,000 customers throughout Colorado, Montana, Wyoming and Utah, has increased customer acquisition rates by an impressive 17 percent by deploying Pluris' [Integrated Marketing Solution™ \(IMS\)](#).

"By leveraging the advanced strategic and technological capabilities Pluris offers, specifically the analysis, segmentation, targeting, campaign management and reporting capabilities of IMS, companies like Bresnan can create an integrated consumer platform to identify and target the most appropriate prospects and customers," said Michael Caccavale, CEO of Pluris. "This level of insight and application results in more effective acquisition, and creates a foundation for making the most of every marketing activity. In short, IMS empowers organizations to optimize every marketing dollar spent."

Last year Bresnan began seeking a way to evaluate the company's marketing tactics in order to create a basis for providing targeting recommendations that would increase install rates of their fast-growing cable, Internet, and phone service "Triple Play."

After careful consideration, Bresnan's marketing team chose to deploy Pluris' IMS, a licensed end-to-end marketing solution that combines proprietary techniques and technologies to support the entire marketing lifecycle, from campaign planning and budgeting through execution and measurement. IMS supplies marketers with a wealth of data about their customers and prospects, as well as tools that allow them to perform analyses for enhancing acquisition and retention programs. IMS enabled Bresnan to apply business and marketing criteria appropriately to optimize every customer contact, while also maintaining a constant cost-per-acquisition. By translating customer and prospect data into meaningful insight, Bresnan was able to transform its campaign development efforts. Over a 12-month period, this fueled a \$1.3 million rise in revenues from a single direct marketing program.

"We were impressed by how quickly we saw results from IMS," said Jackie Heitman, Senior Vice President at Bresnan Communications. "Pluris provided us insight, analytics and measurement to produce more effective campaigns and superior results. As a result, we now have a better understanding of our customer's needs and an ability to deliver just the right message that will resonate with them."

About Pluris Inc.

Pluris enables marketers to optimize the value of each consumer touch resulting in higher conversion on sales, marketing, and service interactions. Utilizing next-generation data and analytical platforms, Pluris helps marketers to better understand consumers, generate key insights from their behavior, and engage them in the most effective way across traditional and interactive messaging channels. From its offices in Framingham, MA and Denver, CO, Pluris has built a solid track record of improving marketing productivity for large organizations with hundreds of users across multiple locations and lines of business. For additional information, please contact Natalie Zelinsky at 508-663-1064 or visit www.plurismarketing.com.

###

Contact:

Kim Baker

PAN Communications

978-474-1900

pluris@pancomm.com