

FOR IMMEDIATE RELEASE

Diane Lucero to Lead Pluris' New Market Initiatives

*Marketing and Advertising Veteran Brings 20+ Year Track Record
Managing Positive Customer Relationships*

Framingham, Mass. — March 10, 2009 — Pluris Marketing, a leading provider of multi-channel marketing solutions that optimize the value of each consumer engagement, announced the appointment of former Abacus vice president Diane Lucero to the position of Strategic Relationship Manager. In her new role, Lucero will be responsible for the quality, health, growth and profitability of the company's relationships with its clients.

During her 20-year career, Lucero has worked with hundreds of leading retail, catalog and other direct marketing brands to improve their marketing efforts through the application of predictive modeling techniques for consumer acquisition and retention programs, customer segmentation, and optimized contact strategies for timing, media mix, and contact frequency.

"Diane brings tremendous expertise and experience to her role as a client advocate," said Michael Caccavale, CEO of Pluris. "Her marketing savvy, vertical experience and proven success in client retention and growth will make her an invaluable addition to the Pluris team."

Prior to joining Pluris, during nearly a decade at Abacus, a division of Epsilon and formerly a part of DoubleClick, Lucero served as Vice President of major accounts for the Business-to-Consumer and Business-to-Business divisions and played a key role in the growth of these divisions. She also led several product initiatives developing, launching, and managing many of the market leading acquisition and retention solutions for the leading cooperative transactional database.

Previously, she developed her vertical market experience at United States Sales Corporation. From her beginnings in market research, Lucero's career evolved to executive-level positions in marketing and strategic planning. Ultimately, she was responsible for 60+ direct mail campaigns annually, management of the customer file and development, implementation, and evaluation of business expansion strategies.

Lucero holds a Bachelor of Arts degree in Social Science and a Master of Business Administration from the University of Southern California.

"I'm thrilled to be joining Pluris, which has an exceptional track record serving the needs of large marketing organizations," said Lucero. "I look forward to collaborating with our customers to further refine their marketing strategies and develop specific solutions that will achieve their objectives."

About Pluris Marketing

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 Boston, 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.

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