



I-Centrix announces new I-Value™ 2.0 and I-Contact™ 2.0

April 29, 2009

East Greenbush, NY -- I-Centrix, a leading provider of database and data management services has launched new versions of its core Hosted Custom Marketing Database Managed Reporting and Contact Management Applications, I-Value™, and I-Contact™. With these upgrades, I-Centrix is strengthening its position as a leading provider of Business Intelligence (BI) services for Direct Marketing organizations.

I-Value™ provides a consistent reporting environment allowing clients of I-Centrix' Hosted Custom Marketing Database to receive customized business intelligence reports on-demand. This reporting platform provides clients with the ability to produce custom reports suited to their business needs, merchandising and marketing reports, and provides the interface to the analytic reporting for the I-Contact™ contact management application.

I-Contact™ provides clients of I-Centrix' Hosted Custom Marketing Database with unique tools to manage and evaluate their customer contacts and gain insight into the proper contact strategies and tactics for their Direct Marketing efforts. The I-Contact™ applications leverage I-Centrix' unique PIN technology to track individual and household marketing events and response over time.

With I-Contact™, I-Centrix clients gain additional insight versus traditional response analysis applications including LifeCycle contact cadence reporting, integrated promotion response analysis, longitudinal LifeTime Value reporting, and Promotion Contact Control, allowing clients to eliminate non-productive names from traditional mail and email campaigns regardless of the name's source in any given promotion.

Bob Gaito, Founder and CEO of I-Centrix, said, "With these two upgrades, we will be much better positioned to help our clients maximize their revenue while minimizing non-productive marketing expense during difficult economic circumstances while preparing for greater profitable growth in the future."

About I-Centrix

I-Centrix, founded in 2000 is a data processing company focused on servicing catalog and retail marketers. I-Centrix uses technology designed specifically to support today's multichannel environment and has capabilities that have attracted the attention of some of the nation's largest multichannel marketers including Coldwater Creek, Cornerstone Brands and Orvis. I-Centrix is subsidiary of Haggin Marketing. Additional information about I-Centrix is available at www.i-centrix.com.

About Haggin Marketing

Haggin Marketing founded in 2001 provides strategic marketing planning, creative production, media and distribution analytics services in a multichannel environment for its clients. With a specialty in catalog marketing, direct mail, FSI media, retail, e-mail marketing and e-commerce, the agency's blue chip roster includes Adidas, American Express, AT&T, Dell, eBay, Gold's Gym, Sunglass Hut International, and more. Additional information about Haggin Marketing is available at www.hagginmarketing.com.