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Epsilon Targeting and The Reunion Group Launch New Value-Add Customer Loyalty Service

Unique Opportunity Offers Catalogers and Multichannel Marketers a Turn-key Service to Generate Bottom Line Income

Dallas, Texas – October 21, 2010 – Epsilon Targeting, the leading provider of consumer information for targeted marketing solutions, has partnered with The Reunion Group to launch a new service for multichannel retailers. The customer loyalty services initiative provides Epsilon Targeting clients with a no-risk opportunity to monetize their customer file by offering consumers an array of services including: credit card registry, identity theft protection, travel insurance and other consumer-facing services – all customized to the multichannel brand's unique business models and relevant to their customer needs and preferences.

The program is available to Epsilon Targeting's clients to test on a turn-key basis and at no expense. All of the program and marketing costs will be funded by Epsilon Targeting and The Reunion Group.

"We are pleased to introduce this new customer loyalty service to Epsilon Targeting clients. The program is an excellent value-add to our clients and has been designed to complement their existing loyalty programs. More importantly, it provides our clients with a new opportunity to generate revenue by monetizing their most valuable asset, their customer base," said Brian Rainey, President of Epsilon Targeting. "Our clients are always looking for innovative products and services and this is a win-win for both clients and their customers."

Steve Halmos, CEO of The Reunion Group is delighted to have the opportunity to work with Epsilon Targeting. "We have been in the direct marketing business for forty years and we have enjoyed a great deal of success. Our success has always been based on

creating relationships with trusted partners. Epsilon Targeting has earned the trust of some of the most recognizable brands in the world and we are delighted to have the opportunity to work with them,” said Halmos.

The customer loyalty program is available to new and existing Epsilon Targeting clients effective immediately. Since marketing costs will be at Epsilon Targeting and Reunion Group’s expense, and not the multichannel brand, the program will only be introduced with a limited number of clients for the remainder of 2010 and in 2011.

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About The Reunion Group

The Reunion Group is a leading marketer of various consumer service programs to its clients’ customers, thereby generating substantial income for its clients with no investment on clients’ part. Clients include many of the nation’s largest banks, retailers, and companies in other industries.

About Epsilon

Epsilon is the industry’s leading marketing services firm, with a broad array of data-driven, multichannel marketing solutions that leverage consumer insight to help brands deepen their relationships with customers. Services include strategic consulting, acquisition and customer database technologies, loyalty management, proprietary data, predictive modeling and a full range of direct and digital agency services, including creative, interactive web design, email deployment, search engine optimization and direct mail production. In addition, Epsilon is the world’s largest permission-based email marketer. Epsilon is an Alliance Data company. For more information, visit www.epsilon.com or call 1.800.309.0505.