



For Immediate Release:

McCROSKY JOINS CONCLUSIVE MARKETING AS VP OF SALES

Franklin, TN---May 13, 2009: **Conclusive Marketing** is pleased to announce the appointment of **Jay McCroskey** as Vice President, Sales. In this role, McCroskey will focus on driving development activities for each business unit along with leading the sales team to promote Conclusive Marketing's data driven marketing solutions. McCroskey has held various positions including National Sales Manager and VP of Business Development at **Shared Marketing Services** in Chicago.

Using his Engineering degree to compliment the analytical side of direct marketing, McCroskey has a strong and successful history in the industry. From 2000-2006 he served as National Sales Manager for MAILNET Services, Inc. which became Conclusive Marketing in 2000 after several key strategic acquisitions. **Jay Buford**, EVP at Conclusive Marketing, stated, "We are excited to have Jay back on our team. There isn't anyone more dedicated and tenacious about driving business development. His expertise in this market and connecting with clients will be a driving force in our continued success."

Conclusive Marketing is the leader in trigger-based technology to optimize marketing results. Their integrated line of solutions include: Customer Behavioral Data Analysis, Automated Campaign Management, Market Intelligence, Multi-Channel Management & Execution, Customer Modeling and Data Integrity Services.

For more information visit www.conclusivemarketing.com or call 800.346.0073

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