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For Immediate Release:

List Management Services Welcomes New Hires in First Quarter

ORLANDO, FL February 13, 2011 — List Management Services (LMS) is keeping its focus on growth as the Orlando-based direct response agency continues to add experienced, competent solutions providers to its already strong team.

LMS has added four members total, two to the IT team, and two to the sales team. Dylan Whitley, an IT analyst with a degree in Management Information Systems is tasked with working on list counts and data analysis. David Childs, a former graphic designer, has joined as a Senior Publisher Analyst, which has him turning web designs into HTML for email marketing.

On the sales side, LMS welcomes Al Krulik, a thespian at heart, who will spearhead eHand marketing; and Tiffany Vaidyan, who will be focusing her efforts selling and building LMS relationships for data services.

“It is always a pleasure to have the opportunity to grow both our brand and our talents,” Steve Cohen, President of LMS said. “I welcome Dylan, David, Al, and Tiffany to LMS as we continue to strive for outstanding results.”

About List Management Services

Founded in 1995, LMS is a leading provider of best practice direct marketing solutions. LMS provides unsurpassed quality communications and production accuracy in all aspects of direct marketing.