

## ***I-Centrix***

### **I-Centrix introduces new PIN technology to the merge/purge process**

I-Centrix - Rensselaer, NY – August 16th, 2003 – I-Centrix, LLC unveils new patent-pending PIN Technology. This PIN Technology assigns a persistent and unique numeric identifier to each record in the merge/purge process. Coupled with newly developed reporting and analytics, the PINning of names at the household and individual level provide marketers with valuable insight and allows marketers to manage contact strategies within the merge/purge. These analytics will offer the mailer a unique perspective into contact history and provide a mechanism to allocate unsourced orders.

”Our PIN Technology provides for a very efficient and effective way in the merge/purge to record the number of contacts associated with any and all catalog mailings or e-mail blasts”, according to Jack Sturn, I-Centrix Vice President of Client Services. “This empowers circulation managers and marketers to develop more precise and detailed client acquisition strategies, and provides a unique outlook in the day to day management of client relationships. Bottom line, our PIN Technology helps our clients enhance ROI by mailing more wisely.”

For more information regarding I-Centrix patent-pending PIN Technology please call your I-Centrix representative at (518) 689-0480.