

Quarterly News Fall 2009

The Launch of a New Generation

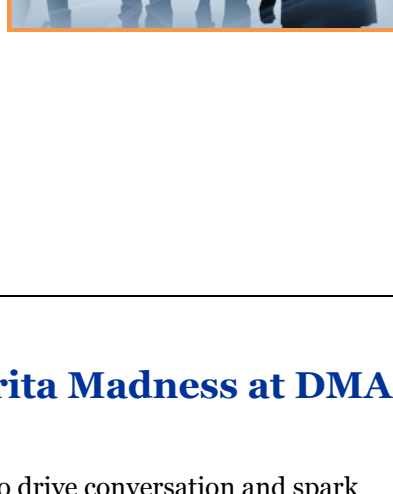
By Manda Bilby, Marketing Manager

MLS Data Management Solutions is proud to announce the launch of our next generation website. The site features a fresh yet savvy new look and feel that is more focused towards helping our clients and prospects understand the breadth and scope of our business solutions.

The new site offers a more comprehensive source of company information and services, as well as updates to the myriad solutions we provide.

Please take time to visit the new site and feel free to contact us with any questions you may have and ensure that we continue the dialog as to how MLS can help you drive continued improvement to your Marketing ROI.

www.mlsc.com



MLS to Host Margarita Madness at DMA!



MLS is hoping to drive conversation and spark taste buds at this years DMA annual conference in San Diego. We will be teaming up with "The Margarita Man" to host Margarita Madness at our booth during the conference and exhibition.

What: MLS Margarita Madness

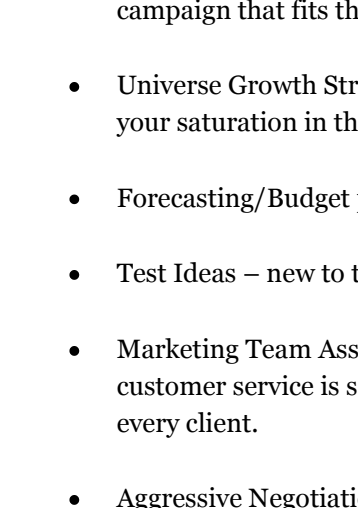
**When: October 19 & 20
1 pm to 5 pm**

**Where: DMA 2009
San Diego Convention Center
San Diego, California
Booth 3308**

Come join MLS for margaritas, fun, and a chance to win the latest Microsoft products and your very own Jimmy Buffett Margarita Machine!!!

MLS Introduces Acquisition Marketing Services

By Amber Neal, Senior Account Executive



MLS is proud to unveil an additional solution for our current and prospective clients.

Here at MLS we realize that our clients not only want to retain their current customers, they want to acquire new ones. We can help.

Our marketing experts can design and develop your customized mail plan. Whether you are a B2B or B2C direct marketer, we build a mail plan that is tailored to your customer acquisition needs. With over 25 years experience in the data field, our team is focused on growing your business through data.

Our services include, but are not limited to:

- Customized Mail Plans (postal, telemarketing, and email) – strategically plan a campaign that fits the audience for your products and services.
- Universe Growth Strategies – uncover tests and new databases to maximize your saturation in the marketplace among your audience.
- Forecasting/Budget plans –build the most effect plan for a given budget.
- Test Ideas – new to the market and creative out of the box recommendations.
- Marketing Team Assigned Representatives For Each Client – to ensure our customer service is second to none, we assign a direct contact for each and every client.
- Aggressive Negotiations – our relationships in the marketplace gives MLS the ability to deliver the level of service our client's anticipate.
- Data Synchronization – bring all data sources together for a customized campaign. This process includes a series of deduplication and cleansing processes aligned with the needs of each mail plan.
- Competitive Analysis – designed to provide insight into what your competitors are mailing.
- Expanded Customer/Client Base – innovative marketing plan designed to grow your client base.

Our traditional solutions are complimented by Acquisition Marketing. We believe this added value will be a natural transition that allows organizations to have all their data expertise flowing from one centralized provider.

Please contact our Acquisition Marketing department with your requests and questions at acquisitionmarketing@mlsc.com.

For some questions, Look Inside before you Look Out!

By John Kirkland, President & COO

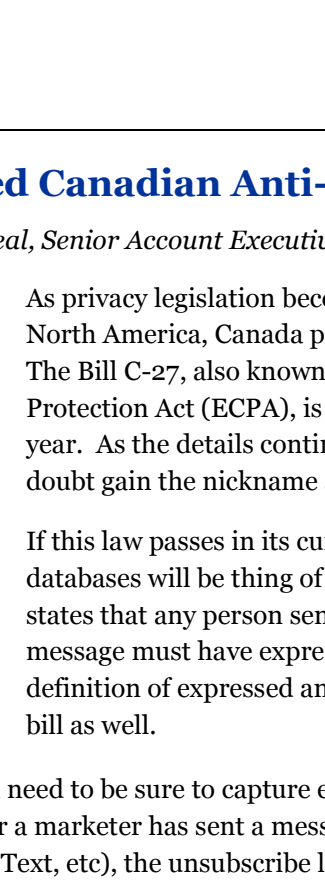
We all have questions as to how we can be more successful and competitive in today's economic climate. The quandary facing executives is finding the one answer that is going to impact ROI long term. It seems that no matter the business environment, we all ask similar questions. "How can I spend my money effectively and still generate the knowledge and results set forth for me and my organization?" Our response to that question is simple; Do what your data tells you to do!

Over the years, organizations have evolved to become very reliant on data that is outside their organization to help them answer their business questions. This is an excellent practice and we encourage and help our clients in that regard on a daily basis. One trend that has emerged as a result of the recent "Data Driven" years; organizations have collected a myriad of disparate data that they have not integrated into their marketing efforts.

Whatever the reason, lack of IT resources, lack of uniformity of formats, or simply a lack of appropriate dialog between Marketing stakeholders and IT stakeholders, these data assets are usually lost within the "black hole" of an organization and their potential benefits go unrealized.

As you know, we are heading towards a more stringent and controlled, privacy driven, environment than ever before. The impacts of this new environment will not be fully ascertained until more detail becomes available, but we can indeed draw a conclusion from the starting points. Organizations will need to be much more adept at leveraging their owned data assets and leveraging the outside data assets in a different fashion. We, here at MLS, learned this in our Canadian operations as privacy legislation has been around longer.

As a business, MLS is evolving with you and has been engaged by many of you to help integrate your underutilized disparate data sources such that a business opportunity is not lost. These are challenging times indeed, but challenge in its truest sense means opportunity and we welcome it.



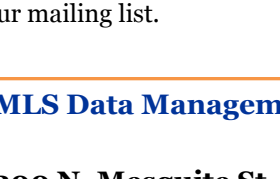
Taking the Facebook Plunge

By Manda Bilby, Marketing Manager

Businesses worldwide are adapting to a new generation of marketing media strategies. With over 200 million users, Facebook is the Internet's leader in social utility, providing businesses and their professionals, the ability to connect with partners, clients, associates, and friends, all in one attractive and interactive place. It seems as though overnight Facebook has become a powerful marketing tool that just can't be ignored.

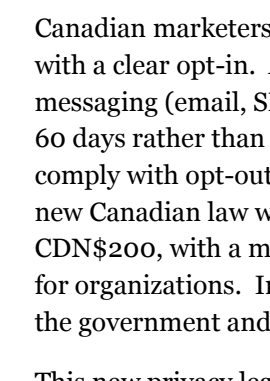
In light of this rapid emergence, MLS has decided to take the plunge and establish a presence on Facebook to increase and expand our marketing awareness. We will utilize our Facebook page as a compliment to our corporate website to post news, events, and updates, as well as a contact and feedback source for all our clients, partners, and vendors.

Become a fan of MLS Data Management Solutions today!



Proposed Canadian Anti-Spam Legislation

By Amber Neal, Senior Account Executive



As privacy legislation becomes a growing hot topic in North America, Canada proposes a new anti-spam bill. The Bill C-27, also known as the Electronic Commerce Protection Act (ECPA), is projected to pass later this year. As the details continue to unfold, the law will no doubt gain the nickname as the Canadian Can't-Spam.

If this law passes in its current form, renting e-databases will be thing of the past. The law clearly states that any person sending a commercial electronic message must have expressed or implied consent. The definition of expressed and implied is spelled out in the bill as well.

Canadian marketers will need to be sure to capture emails upon client sign-up with a clear opt-in. After a marketer has sent a message by any form of electronic messaging (email, SMS, Text, etc), the unsubscribe link will need to stay active for 60 days rather than the 30 days required by US Can-Spam. The Marketer must comply with opt-out requests within 10 days (US requires 10 business days). The new Canadian law will also allow individuals to take legal action per message up to CDN\$200, with a maximum of \$1mm. Penalties could be as high as \$10 million for organizations. In the US, the suits are typically filed and carried through by the government and service providers.

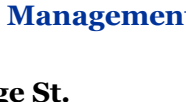
This new privacy legislation may seem discouraging for some, but with good preparation and marketing strategy, Canadian organizations can ensure targeted e-communications welcomed by their customers and contacts.

If you have any questions regarding the proposed Electronic Commerce Protection Act, please feel free to email aneal@mlsc.com.

Fall Calendar of Events

2009 DFW Mailers Conference
Booth 112
September 2, 2009
Arlington, TX

DMA 2009– Direct Marketing Association
Booth 3308
October 17-22, 2009
San Diego, CA



CMA Awards Gala– Canadian Marketing Association
November 27, 2009
Toronto, Ontario

NCDM 2009– National Center for Database Marketing
December 7-9, 2009
Las Vegas, NV

MLS Quarterly News is published every Spring, Summer, Fall and Winter. If you prefer not to receive our newsletter, please email Manda Bilby at mbilby@mlsc.com to be removed from our mailing list.

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