



Press Release

MLS adds Acquisition Marketing Services and New Account Executive

Arlington, TX (May 2009) – MLS Data Management Solutions is adding a new service offering to its portfolio, Acquisition Marketing Services. With over 20 years of experience in the data field, MLS can now design and develop a customized mail plans tailored to fit a customer's acquisition needs. The process includes helping clients identify the best prospects and developing a strategy designed to put the right message and offer in front of the right prospects and convert them into long term profitable customers.

To help lead this new service offering, MLS recently announced the addition of Amber Neal, Senior Account Executive to its sales team. "We are delighted to have Amber take on this key role at MLS" said John Kirkland, President. "She brings tremendous experience and proven leadership to this position, which will benefit our company as well as our customers."

Amber is highly experienced in acquisition marketing with prior work experience at ALC as Senior Account Executive and MHC Kenworth as Medium Duty Sales and Marketing Manager. She holds active memberships in the Direct Marketing Association and American Marketing Association. Neal graduated from the University of North Texas.

About MLS Data Management Solutions

MLS Data Management Solutions is a privately held independent company focused on Data driven Marketing and Business Intelligence Solutions. Our solutions and services provide clients with real world business benefits directly measurable in increased revenue and decreased costs. By bridging the technology gap, MLS is able to help clients improve the efficiency and reach of their sales and marketing efforts thereby positively contributing to more favorable ROI. For more information, contact MLS at (817) 804-6900 or visit www.mlsc.com.

#####