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PHILADELPHIA DIRECT MARKETING ASSOCIATION PRESENTS "HOW DIRECT MAIL  
HELPS  
YOU SUCCEED IN TODAY'S MEDIA MARKETPLACE"

George Hurst, U.S. Postal Service Brand Manager, points to success of  
major brands such as ESPN The Magazine and Gatorade

Philadelphia, PA - December 19, 2006 - On Wednesday, January 17, 2007,  
the Philadelphia Direct Marketing Association (PDMA) will present a  
luncheon program featuring U.S. Postal Service Brand Manger George Hurst  
who will discuss how direct mail helps marketers succeed in today's  
media marketplace. Mr. Hurst returns as a presenter by popular demand.

Attendees will learn how advertisers like ESPN The Magazine and  
Gatorade's Propel Fitness Water are profitably integrating mail into  
their multichannel campaigns. Hurst will cover what's working in  
today's direct mail environment, how to boost mail response, and when to  
expect more direct mail  
innovations.

"Direct mail numbers are zooming past First-Class mail," said Hurst.  
"There are important reasons why the number of pieces of direct mail is  
up 15 percent from five years ago."

This PDMA-sponsored event is open to members and non-members. Attendees  
are encouraged to register early as Hurst's last presentation drew an  
overflow crowd and similar attendance is anticipated.

Day-of check-in begins at 11:30 AM at the Double Tree Guest Suites  
located at 640 West Germantown Pike in Plymouth Meeting, PA. The  
luncheon runs from 12:00 Noon to 2:00 PM. The cost for PDMA members is  
\$35; non-members pay \$50. To register online, visit [www.the-pdma.org](http://www.the-pdma.org) or  
call the PDMA office at  
610-642-2616.

About the Philadelphia Direct Marketing Association The Philadelphia  
Direct Marketing Association (PDMA) is a non-profit membership  
association consisting of more than 500 members throughout Philadelphia,  
Southern New Jersey, and Northern Delaware. The PDMA has served the  
direct marketing community through education, information, and  
networking services since 1943. For more about the PDMA and a schedule  
of upcoming meetings and events, visit [www.the-pdma.org](http://www.the-pdma.org).