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GACXM

## **Acxiom® brings big business marketing solutions to growing companies**

*Acxiom MarketEdge-X™ offers affordable answers for Multi-Channel marketing*

**LITTLE ROCK, Ark. — Oct. 6, 2008** — Acxiom® Corporation (NASDAQ: ACXM) is opening new doors for companies in a broad range of industries to address marketing challenges through a cost-effective customer and prospect database solution, Acxiom MarketEdge-X™ ([www.marketedgex.com](http://www.marketedgex.com)).

Within MarketEdge-X, Acxiom has packaged its marketing database best practices for rapid implementation at an attractive price. Although a new market entrant, MarketEdge-X is currently being implemented by travel, retail, insurance, health, and health club companies across the nation.

“We knew we had a product that could really help all of our customers function like Fortune 500 companies when it comes to managing their data for marketing and sales results,” said Marty Sunde, Acxiom’s senior vice president of Customer Data Integration and Marketing Services. “The rate at which we’ve sold this solution across many market sectors confirms that we have produced something companies really value.”

Recent customers for MarketEdge-X include Calendars.com, Equity Lifestyle Properties (ELS), Diamond Resorts, and Savings Bank Life Insurance. Visit [www.marketedgex.com](http://www.marketedgex.com) to see what they are saying and to learn more about MarketEdge-X solutions.

MarketEdge-X increases a company’s customer insight to power decisions that lead to increased customer acquisition, retention and growth. It also enables marketers to perform market segmentation, analysis and execution. This database solution also offers integrated e-mail capabilities and reporting.

“All of these benefits of MarketEdge-X create a customer-centric strategy by integrating database and digital marketing,” said Sunde. “This solution is faster, better and more reasonably priced than any other option in the market today.”

The return on investment is nearly immediate and is easily recognized by clients.

“We compared several systems,” said Brian Garavuso, executive vice president and chief information officer of Diamond Resorts International. “MarketEdge-X had all the system features and functionality needed and was much more cost effective.”

“Acxiom’s solutions are right on the mark,” said Hilarie Pozesky, responsible for online marketing for Calendars.com. “MarketEdge-X will help our company use our customer data to take actions that will raise our bottom line. We are very pleased with how the Acxiom team made a priority of helping us get the most benefit out of the product.”

Savings Bank Life Insurance of Massachusetts (SBLI) was pleased with the implementation process of MarketEdge-X and the immediate impact it had on the company’s marketing efforts. MarketEdge-X allows SBLI to clean and enhance internal data and centralize all customer and prospect data into one database.

“When we began to build our database, we really wanted to focus on bringing in the best prospect names,” said Rose Cahill, SBLI VP/director of marketing. “We engaged Acxiom to help analyze our existing customers, our newer customers and even our prospects. Then we used that data to help us select the highest quality prospect names to bring into the database. Acxiom is a true business partner,” Cahill said.

Instant access to this database makes it possible for the company to execute more targeted campaigns to existing customers for cross-sell opportunities as well as customer-acquisition campaigns.

“To me, the most important thing with any mailing, whether it’s e-mail or direct mail, is the list,” said Cahill. “MarketEdge-X has allowed us to gain more control over our list. From our desktop, we now have access to 8 million names in our database comprised of our current customer names and key prospect names – that’s a major advantage for us.”

Clients also like the way Acxiom’s solution is delivered.

“I am very pleased with the status of the project and the level of effort exerted by the Acxiom team to meet the deadline,” said Jeff Payn, CIO of ELS. “The Acxiom team showed us they understood our business and our needs, and this solution meets those needs very affordably.”

Acxiom MarketEdge-X ([www.marketedgex.com](http://www.marketedgex.com)) was previously known as Acxiom Customer Information Center-X (ACIC-X).

### **About Acxiom Marketing Database Solutions**

With its extensive marketing database management experience, Acxiom delivers flexible, adaptive and on-demand solutions enabling our clients to use their own data to better understand and segment customers and prospects, plan and manage campaigns and track results – creating the knowledge they need to make critical, timely business decisions.

### **About Acxiom Corporation**

The global leader in interactive marketing services, Acxiom connects clients with their customers through deep consumer insight, powering effective and profitable marketing initiatives and business decisions. Our consultative approach spans multiple industries and incorporates decades of experience in consumer data and analytics, information technology, data integration and consulting solutions for effective marketing across digital, Internet, email, mobile and direct mail channels. Founded in 1969, Acxiom is headquartered in Little Rock, Ark., and serves clients around the world from locations in the United States, Europe and Asia-Pacific. For more information about Acxiom, visit [www.acxiom.com](http://www.acxiom.com).

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