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## **Telematch Names Gay Bitter Director of Relationship Marketing**

*-Veteran database marketing executive brings passion for intelligence-driven strategy  
and results to company's growing base of customers-*

SPRINGFIELD, VA – Telematch, Inc., announced today that it has named Gay S. Bitter to the position of director, relationship marketing – a new position created following Telematch's acquisition of Phoenix Data earlier this year. Bitter will oversee client delivery of integrated marketing intelligence, database and data-driven marketing strategies for the company's expanded base of customers.

She also will inform the development of new marketplace solutions for clients, based on Telematch's expanded use of data partnerships, real-time Web services, database expertise, and the firm's proprietary logic and business rules for enhancing, matching and validating client customer data with high data-confidence.

"Gay's demonstrated abilities in the list and data marketplace, and her leadership in applying marketing intelligence to a variety of client database strategies and objectives makes her a superb addition to drive marketing services across all our business units," said Peg Kuman, chief executive officer, Telematch, who made the announcement. "With our recent acquisition of Phoenix [May 13, 2009], we have expanded capabilities in how our clients access and apply enhanced customer data. Gay's own experience in this very space will serve all of our clients superbly."

"Telematch has a great reputation – and as an expanded company with its recent acquisitions and new digital offerings, we have an attractive multichannel value proposition for our new and long-standing clients," Bitter said. "I'm excited to lead the team that will help craft and bring these solutions to our clients, one at a time and vertical by vertical. Marketing intelligence is the fuel for 21<sup>st</sup> Century customer dialogue – and we are here to help clients deliver on that reality."

Most recently, Bitter served as director of the ARI Division of CBC Companies in Columbus, OH, where she handled the successful divestiture of MKTG Services. Prior to CBC, Gay was vice president of database development at MKTG Services where



she directed the development and execution of data-driven strategies and database products. Gay also worked in list, database and media planning capacities at American List Counsel, Films for the Humanities & Sciences, and Rapp & Collins USA. She is a graduate of Connecticut College.

### **About Telematch**

Telematch, Inc. ([www.telematch.com](http://www.telematch.com)), with its headquarters in Springfield, Virginia, is a leading information services provider offering a comprehensive range of marketing intelligence and digitally driven marketing solutions, utilizing high-quality data sources. The Telematch family of companies – Telematch, Phoenix Data and Farm Market iD – has delivered data solutions for 31 years. For more information, call (800) 523-7346, or visit [www.telematch.com](http://www.telematch.com).