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DimpleDough Launches Specialized Card Marketing Division

New division offers creative and technical services to optimize prepaid, credit, and debit card campaigns.

Independence, OH - 17 May 2010 – Today DimpleDough announced that it has launched a new division that will help retailers and banks implement high performance prepaid, credit, and debit card marketing campaigns. DimpleDough Marketing Intelligence will provide design, implementation, and technical services to improve campaign performance for DimpleDough's clients, partners and new customers.

DimpleDough Marketing Intelligence will offer technology-enabled professional services drawing from disciplines including data integration and analytics, database marketing, email marketing, social media marketing, and usability design. Services offered by the new division include: strategic campaign design; creative design for Web, mobile, email, and print; campaign decision tree algorithm development; third-party integration for CRM, email, and print fulfillment; customer and prospect list provisioning; and promotions management, including SEO, SEM, email, direct response, and social media.

"We created DimpleDough Marketing Intelligence so that our clients and partners can leverage the knowledge we've acquired from high performance card campaigns by being one of the early innovators in card customization." says Shawn Barrieau, CEO of DimpleDough. "In addition to specialized creative services, DimpleDough Marketing Intelligence offers one-to-one card marketing automation by consolidating performance data that was previously inaccessible."

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One-to-one card marketing is achieved using an advanced campaign decision tree algorithm that combines data from DimpleDough's Card Management Platform, third party analytics, and client and partner data, with CRM, email marketing, social media, and print fulfillment applications.

"DimpleDough Marketing Intelligence takes the guesswork out of card campaigns," says Kendall Wouters, Managing Director of DimpleDough Marketing Intelligence. "By combining our specialized creative services with our Card Management Platform, we're able to automatically deliver the right experience, at the right time, to the right customer, in order to increase response and participation rates."

DimpleDough Marketing Intelligence is partnering with select technology and service providers to expand the range of services available to DimpleDough's clients and partners. One such partner is Speedeon Data. Speedeon Data is a leading provider of customer and prospect contact data, including new mover data, to many of the world's top retailers, and ten of the largest financial service providers. As a result of the partnership with Speedeon Data, DimpleDough Marketing Intelligence is able to offer clients unprecedented access to fresher, more accurate customer and prospect contact data. The result is greater reach, higher open rates, and less waste for DimpleDough card campaign clients.

"We are excited to be partnered with DimpleDough Marketing Intelligence to provide DimpleDough's clients with access to current customer and prospect data," says Gerard Daher, President of Speedeon Data. "This relationship gives creative card marketers the ability to multiply the reach and impact of their campaigns."

Benefits of DimpleDough Marketing Intelligence's services for DimpleDough's clients and partners include increased acquisition rates, activation rates, cardholder retention, and share of wallet for prepaid, debit, and credit campaigns.

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More information about DimpleDough Marketing Intelligence can be found at <http://www.dimpledoughmi.com>

About DimpleDough Inc.

DimpleDough is a private company based in Independence, Ohio whose Card Management Platform connects merchants and customers through innovative card delivery applications – often involving integration with Value-Added Resellers and strategic partners. DimpleDough's customers include top tier financial institutions, aggregators, and retailers including American Express and AMC Entertainment. Find DimpleDough online at <http://www.dimpledough.com> or follow us on Twitter at <http://twitter.com/dimpledough>.

About Speedeon Data

Speedeon Data, headquartered in Cleveland, Ohio, offers an array of data management, customer recognition, and data append services to businesses of all sizes. The company's unique offering eliminates the usual “lag” in updating customer contact information. This enables companies to continually communicate with their clients and prospects in a more timely and accurate manner. Find out more about Speedeon Data by visiting their website: www.speedeondata.com.

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