



FCI Celebrates 25th Anniversary, FMA Hall of Fame Award

Crestwood, NY September 25, 2009 – This month marks two major milestones for marketing data specialist FCI: a quarter-century of helping leading direct marketers make their data actionable, and industry recognition of that work as FCI Founder/President Joseph “Joe” Furgiuele was inducted into the Fulfillment Management Association (FMA) prestigious Hall of Fame.

“We set out in 1984 with a simple, straightforward objective: to help direct marketers make their data actionable – with systems and capabilities for automating marketing data integration, streamlining and optimizing reporting, metrics and analysis,” said Furgiuele. “Thanks to very rewarding partnerships with exceptionally innovative and successful direct marketers, we’ve been challenged for a quarter century to stay ahead of advancements in technology and marketing practices. It’s been most gratifying to earn and keep our clients’ confidence in our ability to meet their ever-evolving needs.”

“Being inducted into the FMA’s Hall of Fame is more than the icing on our anniversary cake,” Furgiuele continued. “No honor could be more meaningful to me than being chosen by peers, recognized for having contributed to the industry through ‘innovative and strategic thinking’. It is an affirmation that we have achieved what we set out to accomplish.”

About FCI: FCI has been helping Direct Marketers analyze data, generate information, and create knowledge to drive their marketing efforts forward. For 25 years, we have worked hand-in-glove with clients – solving their marketing challenges, improving metrics and codifying analysis. We do so through consulting services and custom designed software solutions.

Our approach embraces the codification of a process and a methodology that ensures data integrity, analytical rigor, extensible capabilities, and back-up support. We help make the data manipulation more accurate, the process more efficient, the staff more productive, and management more autonomous.

FCI Founder/President Joseph (Joe) Furgiuele is hard-wired into the direct marketing industry, a recognized leader in developing innovative, intelligent, and intuitive marketing data solutions. Managing Partner Robert K. (Rob) Healy excels at adapting information technology to inform daily decisions, combining technical expertise with a deep understanding of direct marketing metrics. Visit www.fcidms.com for more detailed information on FCI.

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