

Contact: Sue Lawson
Senior Account Manager
Phone 469.467.9100 Ext.200
Email slawson@allmediainc.com

6900 Dallas Parkway
Suite 750
Plano, Texas 75024
www.AllMediaInc.com

AllMedia Inc.
Targeted Media for Measurable Results

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Press Release

New to Market – Allied Healthcare Professionals from Lodestone

AllMedia is proud to announce three new ways for marketers to reach medical industry professionals from Lodestone Solutions.

The Allied Healthcare Professionals postal, telemarketing and email databases from Lodestone Solutions present a new opportunity to reach non-physician medical professionals at work. Marketers are now able to target 1.6 million Chiropractors, Counselors, Nurses, Pharmacists and others by job title or professional degree.

With the availability of 127,000 email addresses a true multi-channel marketing approach is available. Discounts are available for usage combining direct mail or telemarketing and email marketing to these medical professionals. See list datacards or contact Sue Lawson for complete details.

A division of Coalition America Inc., the leader in medical claims savings, Lodestone Solutions has been managing physician, hospital and group practice data for healthcare plans and medical payors since 1995. Exclusively focused on healthcare, Lodestone Solutions gathers and integrates data from hundreds of healthcare industry sources to ensure top data accuracy for its clients.

List Counts: Mailing – 1,661,000; Telemarketing – 592,000; Email – 127,000

Selections: Age, Gender, Average Salary

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About AllMedia Inc.

AllMedia Inc. (<http://www.allmediainc.com>) is a direct marketing services firm based in Plano, Texas and a member of the Direct Marketing Association. Established in 1981, AllMedia offers a range of services designed to produce successful campaigns for business and consumer marketers. Expertise includes: direct mail and email lists, list management, insert media and a full range of email marketing services.
