

**Contact: Sue Lawson**  
Senior Account Manager  
Phone 469.467.9100 Ext.200  
Email [slawson@allmediainc.com](mailto:slawson@allmediainc.com)

6900 Dallas Parkway  
Suite 750  
Plano, Texas 75024  
[www.AllMediaInc.com](http://www.AllMediaInc.com)

**AllMedia Inc.**  
*Targeted Media for Measurable Results*

**Release: March 14, 2008**

# Press Release

## Physician Databases Launched – New Source for Physician Email

AllMedia Inc. is excited to announce the availability of two sources for direct marketers to reach physicians.

The Lodestone Solutions Physicians at Business Address and Lodestone Solutions Physician Email database are now available and provide access to nearly 900,000 doctors via direct mail, telemarketing and email.

“AllMedia is very proud to have been chosen as list manager for the Lodestone Solutions data,” said company President Laura McClendon. “Medical industry marketing is growing rapidly and the demand for physician mailing lists and physician email lists is high. The Lodestone Solutions physician lists and the other new products to follow represent a premier source for medical marketers to reach this highly sought-after audience.”

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:** Physician Mailing List - 880,000; Physician Email List – 517,000

**Selections:** Age, Gender, Medical Specialty, Group Practice Size

**Contact:** Sue Lawson at 469.467.9100 ext 200; [slawson@allmediainc.com](mailto:slawson@allmediainc.com)

**List Datacards:** <http://www.allmediainc.com/datacards>

---

### **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.

---