

**HAGGIN MARKETING ACQUIRES I-CENTRIX**  
*Acquisition Creates Multi-channel Marketing Services Powerhouse*

**FOR IMMEDIATE RELEASE**

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**MILL VALLEY, CA and EAST GREENBUSH, NY / January 7, 2008** Haggin Marketing, a leading multi-channel marketing services agency, announced today that it has acquired I-Centrix, LLC, a leading provider of database and data management services. I-Centrix will continue operations under the I-Centrix brand, with the current management team maintaining their leadership roles. The transaction was financed by Lake Capital, a Chicago-based private equity fund that focuses on investing in leading service-based enterprises.

“We are delighted to have I-Centrix join Haggin Marketing and Getmembers.com as a part of HMI Holdings,” said Jeff Haggin, founder and CEO of Haggin Marketing. “In a few brief years, I-Centrix has become the option of choice for data management, merge/purge, list processing and other data services for sophisticated catalog companies and multi-channel marketers. Their growth has been extraordinary due to the team and the technology built by Bob Gaito and his partners. With the addition of I-Centrix to our company, we have added key services and taken a significant step toward our goal of offering the best creative, data and analytics solutions necessary to support the direct marketing needs of our clients. We look forward to leveraging I-Centrix’s organization and technology to build world class solutions for the emerging one-to-one, ROI-based marketing that is the future of advertising.”

Bob Gaito, founder and CEO of I-Centrix, adds, “As we considered ways to further grow our company, it was clear that joining with Haggin Marketing made perfect sense. We’ve both experienced exceptional growth in the last few years and have had success for the same reason; we both provide innovative, high touch and cost effective services to our clients. Haggin is a market leader in offering creative, strategic and analytical services while I-Centrix has prospered by offering superior database management and list processing solutions. Working together, we envision providing our clients with broader, stronger, and more strategic offerings. In the end, we feel we will be able to contribute more to their bottom line.”

Tony Broglio, principal of Lake Capital said, “We are very excited by the prospects of this combination. We believe that Haggin and I-Centrix are strongly positioned to be the dominant marketing services player in the emerging world of true personalized one-to-one advertising. As we see it, advertisers will increasingly demand that their ad spend have demonstrable and positive ROI. There are very few other marketing services organizations who fully embrace this notion and who have the capability to deliver it, end-to-end, across channels for clients.”

No transaction terms have been disclosed.

**About I-Centrix**

I-Centrix, founded in 2000 is a data processing company focused on servicing catalog and retail marketers. I-Centrix uses technology designed specifically to support today's multi-channel environment and has capabilities that have attracted the attention of some of the nation's largest multi-channel marketers including Coldwater Creek, Cornerstone Brands and Orvis. Additional information about I-Centrix is available at [www.I-Centrix.com](http://www.I-Centrix.com).

**About Haggin Marketing**

Haggin Marketing founded in 2001 provides strategic marketing planning, creative production, media and distribution analytics services in a multi-channel environment for its clients. With a specialty in catalog marketing, direct mail, FSI media, retail, e-mail marketing and e-commerce, the agency's blue chip roster includes Adidas, American Express, AT&T, Dell, eBay, Gold's Gym, Sunglass Hut International, and more. The combined company will have approximately 300 employees. Additional information about Haggin Marketing is available at [www.hagginmarketing.com](http://www.hagginmarketing.com).

**About Lake Capital**

Lake Capital is a private equity firm that focuses on investments in service-based enterprises across various industries. The firm is currently managing more than \$1.3 billion in equity commitments and seeks to build leading services companies through organic and acquisition enhanced growth. Additional information about Lake Capital is available at [www.lakecapital.com](http://www.lakecapital.com).

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