



For Immediate Release:

CONCLUSIVE MARKETING FORMS STRATEGIC PARTNERSHIP WITH GREENWICH ASSOCIATES

Charlotte, NC---September 14, 2009: **Conclusive Marketing** announced a partnership agreement with **Greenwich Associates** to build a custom online portal to better provide their clients a manner to measure customer satisfaction, loyalty and commitment at individual branches and regions across the bank footprint. In addition, they will be developing next generation solutions centered around trigger marketing to assist bank clients engage with their customers with timely and relevant messages to increase retention, cross sell and up sell opportunities.

Stephanie Reese, Business Unit Director for Conclusive Marketing stated, "We are very excited to form this new strategic partnership with Greenwich Associates and look forward to assisting them to provide innovative, market leading technology solutions to complement their market research and analysis portfolio for their bank clients".

Greenwich Associates is the leading international research-based consulting firm in institutional financial services. Greenwich Associates' studies provide benefits to the buyers and sellers of financial services in the form of benchmark information on best practices and market intelligence on overall trends. Based in Stamford, Connecticut, with additional offices in London, Toronto, Tokyo, and Singapore, the Greenwich Associates offers over 100 research-based consulting programs to more than 250 global financial-services companies.

Conclusive Marketing provides highly distributed organizations with data-driven, precision technology solutions that deliver continuously improving marketing return on investment. Our industry leading line of solutions includes: Behavioral Trigger Marketing, Customer Profiling & Modeling, Lead Generation, Scoring and Distribution, Automated Multi Channel Campaign Management and Market Intelligence. In addition Conclusive Marketing specializes in Data Management, Enhancement & List Hygiene Services via our web based solution www.listcleanup.com

For more information visit www.conclusivemarketing.com or call 1.800.346.0073

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