

CHRIS LYNDE APPOINTED PRESIDENT OF COPPERKEY

Direct marketing industry veteran will build partnerships with major information and marketing services organizations for predictive marketing software firm

August 2, 2007 – Phoenix, AZ – CopperKey, Inc, a fast growing web-based predictive marketing software and solutions company, announced that Chris Lynde, a respected leader in the direct marketing industry, has been appointed President.

“A key part of our growth strategy is to integrate our automated predictive analytics with branded offerings from major players in the direct marketing industry,” said Rick Gibson, CopperKey’s CEO. “Chris understands the critical value we bring to partners by producing on-demand, ranked campaign targets automatically and scientifically – increasing marketing campaign ROI while reducing marketing campaign costs.”

Lynde has more than 25 years experience building and managing information services organizations and brings a proven record of success in online and offline direct marketing. Much of his career has been spent developing innovative and integrated B2C and B2B services that incorporate CRM, database marketing, data mining, analytics and lead generation solutions. He was most recently Senior Vice President at Equifax Marketing Services, and before that was a founding executive with Vistrio, a joint venture of Sabre Holdings and Equitec. Over the course of his career, Lynde has held numerous senior leadership positions, including CEO of Oaktree Systems, VP, of Operations at Experian Information Services Group, and VP, General Manager at EDS/Centrobe.

“I’ve been fortunate to have been at the forefront of thought leadership in the direct marketing industry” said Lynde. “Having pioneered a number of innovative concepts and technologies, I believe CopperKey’s approach to predictive marketing is unique and potentially transformational.”

Explaining further, Lynde said “With rising costs, marketers are having a tougher time producing a return on their investments. The trends are clearly moving towards modeled segmentation that enables a better understanding of micro-segments of customers and prospects. CopperKey provides a tool (BizFusion) that can score the national population in minutes through a real-time, automated process, serving this market need to a tee, and putting the power of predictive marketing in the hands of the decision makers.”

Delivered through custom applications or a Software-as-a-Service (SaaS) platform that employs real-time analytics and predictive modeling engines, BizFusion automates the critical process of identifying an organization’s best customers. Essentially working like an intelligent search engine for customer data, end users can use simple point-and-click options to search a customer database to obtain insight about key attributes and rank customers against up-sell and cross-sell opportunities, as well as profile and model responders to ongoing campaigns. The software also allows end users to search pre-defined third-party databases, and based on best customer attributes, obtain ranked lists of "look-a-like" prospects to market to. All of these functions can be done in minutes, if not seconds

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