

FOR IMMEDIATE RELEASE

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**Philadelphia Direct Marketing Association (PDMA)
Honors NutriSystem's Connerty as "2007 Direct Marketer of
the Year" and Noon-Childers with Lifetime Achievement Award**

**"Benjamin Franklin Award for Direct Marketing Excellence"
Winners also Announced at June 6, 2007 Event**

Philadelphia, PA – June 11, 2007 – On Wednesday, June 6, the Philadelphia Direct Marketing Association (PDMA) honored both its 2007 Direct Marketer of the Year and recipient of a new Lifetime Achievement Award, and made presentations to winners of the "Benjamin Franklin Award for Direct Marketing Excellence" (also known as the "Benny") at WXPN's World Cafe Live in Philadelphia, PA. The event drew nearly 150 regional direct marketing professionals for peer recognition and networking.

DMW Worldwide LLC's Warren Hunter, 2006 PDMA Direct Marketer of the Year, presented this year's award which honored **Tom Connerty**, chief marketing officer for **NutriSystem, Inc.** The criteria for the award are: industry prominence regionally or nationally; recognizable contributions to the industry; business building in the marketplace; and a reputation for integrity.

Among his many accomplishments, Connerty has increased NutriSystem's marketing budget from \$7 million in 2004 to \$45 million and then \$110 million while focusing the expenditures totally on direct marketing. Consequently he has grown annual revenues from \$38 million to \$515 million while employing sophisticated market segmentation techniques.

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PDMA AWARDS – 2/4

Prior to that, Connerty was vice president of direct marketing at the Nautilus Group where he most notably handled the marketing for Bowflex home gyms. In just four years under Connerty's direction, revenues grew from \$160 million to more than \$500 million. He also served as vice president of broadcast for the Home Shopping Network as well as managed a profit center for Time-Life Video, where he marketed products through direct response television. Connerty began his career in direct marketing as a telemarketer.

Mary Anne Noon-Childers, director of marketing, **S. Walter Packaging Corporation**, received the 2007 PDMA Lifetime Achievement Award. Noon-Childers is recognized by the PDMA board for more than 20 years of contributions to the association and the direct response industry, having served as president and board chairman. Noon-Childers is the creator and presenter of the association's most popular educational seminar on the fundamentals of direct marketing

The PDMA also accepts nominations annually for its "Benjamin Franklin Award for Direct Marketing Excellence" competition, which has been a proud Philadelphia tradition for more than 35 years. A panel of direct marketing experts judged this year's submissions and awarded 22 winners and 8 honorable mentions in addition to naming the Thomas Black Memorial "Best of Show." Categories cover business to business, consumer products, consumer services, financial, health care, insurance, non-profit, retail, multi-media, catalog, TV or infomercial, and electronic, among others.

The recipients of the 2007 Benjamin Franklin Award for Direct Marketing Excellence:

Harte-Hanks Direct Marketing for its "Rhino Reader Campaign" entry in the Mail: Pharmaceutical category. This winner was also honored with *Thomas Black Memorial "Best of Show"* award.

DMW Worldwide for its "Aberdeen Campaign" entry in the Mail: Business to Business category.

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PDMA AWARDS – 3/4

HCI Direct, Inc. for its “Sculptz Hourglass Acquisition DM” entry in the Mail: Consumer Products category.

DMW Worldwide for its “Fitness Utilizers” entry in the Direct Mail – Mail: Consumer Services category.

Quattro Direct LLC for its “GMAC Mortgage/ditech.com Home Equity Cross Sell” entry in the Mail: Financial-Cross Sell/ Retention category.

Insights Direct for its “Southwest Washington Medical Center New Mover” entry in the Mail: Health Care category.

DMW Worldwide for its “Notice” entry in the Mail: Insurance category.

fmi direct mail, inc. for its “PA Academy of Fine Arts Member Acquisition” entry in the Mail: Non-Profit category.

Insights Direct for its “Wegman’s New Mover” entry in the Mail: Retail category.

Gina Signorella-Arlen, ABC for its “PSE&G Worry Free New Home/New Problems” entry in the Mail: Communications/Utilities category.

Harte-Hanks Direct Marketing for its “DTRIC Insurance Direct Marketing & Branding Campaign” entry in the Multi-Media: Two or More Channels category.

Bicknell Creative for its “MarketMakers Missing Element Postcard Campaign” entry in the Multi-wave Campaign, Single Media category.

MBNA America Bank, N. A. for its “Bank of America 2006 Holiday World Points Rewards Catalog” entry in the Catalog category.

AON Affinity Insurance Services for its “EZ Insurance Solutions Space Advertisements” entry in the Print category.

Fried-Cassorla Communications, Inc. for its “Fried-Cassorla Communications IMAGINATION Kit” entry in the Self Promotion category.

AON Affinity Insurance Services for its “NRPA Insurance Website” entry in the Internet-Website/Banner Ads category.

Gina Signorella-Arlen, ABC for its “PSE&G Equal Payment Plan One Click Away E-mail” entry in the Electronic E-mail, FAX category.

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PDMA AWARDS – 4/4

DMW Worldwide for its “People Are Talking” entry in the TV or Infomercial category.

M & M Associates for its “3-D Provider Locator Mailing” entry in the Creative Direct Mail category.

Digital Dimensions3, Inc. for its “Deluxe Butterfly Mailer” entry in the Mail: Creative – Dimensional category.

National Comprehensive Cancer Network for its “NCCN 12th Annual Conference Topic Agenda Brochure” entry in the Mail: Creative Non-Profit category.

fmi direct mail, inc. for its “PA General Store – Thanksgiving Campaign” entry in the Creative Electronic: E-mail, FAX category.

Honorable mentions were given to **Affordable Offset Printing, Inc., Bank of America, Bicknell Creative, Col Voce Consulting, DMW Worldwide, Franklin Machine Products, HCI Direct, Inc., and Merkle, Inc.**

The Philadelphia Direct Marketing Association (PDMA) is a non-profit membership association consisting of more than 500 members throughout Philadelphia, Southern New Jersey, and Northern Delaware. The PDMA has served the direct marketing community through education, information, and networking services since 1943. For more about the PDMA and a schedule of upcoming meetings and events, visit www.the-pdma.org.

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Editor: The Philadelphia Direct Marketing Association is pleased to arrange interviews with individual winners. Contact Linda Barba at lbarba@projectmarketinginc.com or 610-889-2036. Electronic images are available upon request.