

FOR IMMEDIATE RELEASE

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**COLBY DIRECT LAUNCHES “ACTIVE RESPONSE”
INTERNET MARKETING TRACKING PLATFORM**

November 8, 2007 – Annapolis, Md. – Colby Direct, a full service direct marketing agency, today announced the launch of a new Internet tracking service that provides clients the ability to measure their online acquisition and customer retention efforts.

In partnership with SmartLogic Solutions, Colby Direct created a propriety service called “Active Response”, the Internet platform that tracks traffic to landing pages by source and tracks behavior of users once they come to the site. Active Response then provides detailed reporting on the metrics for clients so they can determine where to improve performance. The results reporting system allows Colby Direct to advise its clients on different tactics that might be worth testing and where to improve the user experience and conversion on the sites.

“Active Response is a unique tool that tracks traffic and behavior of Internet users and provides instantaneous reporting,” said Kurt Snyder, president of Colby Direct. “By partnering with SmartLogic Solutions and offering the Active Response capability to our clients, Colby Direct will continue on its solid growth trajectory and strengthen its position as a ‘go-to’ resource for traditional direct marketers looking to migrate their business models to the web”.

“With Colby Direct marketing the Active Response capability, we have an opportunity to present clients with yet another solution to solve their business problems,” said John Trupiano, co-founder of SmartLogic Solutions. “Companies and organizations are clamoring for tools to better understand online behavior of Internet users and how to track them and Active Response is the answer to that business problem.”

For more information on Active Response, contact Kurt Snyder at (410) 280-2703.

About Colby Direct

Colby Direct is a team of direct marketing professionals with over 100 years of combined experience in all facets of offline and online direct marketing including: direct-response copywriting, design, mailing list planning, search engine optimization and production management. For more information, please visit www.colbydirect.com.

About SmartLogic Solutions

SmartLogic Solutions (SLS) is a Baltimore-based software development and consulting firm located in the Emerging Technology Centers incubator. SmartLogic Solutions specializes in creating interactive data-driven web applications. SLS is dedicated to providing clients with efficient, scalable software solutions to their everyday business problems. For more information please visit www.smartlogicsolutions.com