

**FOR IMMEDIATE RELEASE**

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## **THE COLBY GROUP CONVERTS IDENTITY TO COLBY DIRECT DUE TO RAPID GROWTH AND EXPANSION OF SERVICES**

### *Consultancy Shifts to Full Service Direct Marketing Agency*

*April 20, 2007 – Annapolis, Md.* – The Colby Group, once a consultancy and general marketing agency, today announced a new identity and corporate name to reflect rapid growth and an expansion of services. The company adopted the name Colby Direct ([www.colbydirect.com](http://www.colbydirect.com)) and immediately becomes a full service direct marketing agency.

The Colby Group launched in 2004 primarily to provide large-ticket B2B sales services. Colby Direct now offers business development through lead generation techniques that include: e-mail marketing, Web site creation, search engine optimization, paid search, banner advertising and direct mail. Clients include Eagle Publishing, Trending123.com, NET-AV and Sleep Solutions.

“Companies and organizations today are demanding a full suite of marketing solutions that are tailored to their specific needs,” said Kurt Snyder, president of Colby Direct. “By becoming a full service direct marketing agency, Colby Direct can now offer the power of integrated online and offline marketing tactics all under one roof that aligns with a company’s or organization’s strategic goals.”

Colby Direct only recommends direct advertising approaches that can be tested and measured to ensure its clients are getting maximum return from their marketing investment. Its clients are able to test a direct marketing approach at a level significant enough to produce a statistically significant result, but without committing to a full-blown campaign. Only after results are read and analyzed and an approach has proven its merit to produce a required return, is it then “rolled-out” at higher investment levels.

“Colby Direct is a highly valued business partner to Eagle Publishing,” said Robert Vanselow, senior director of sales for Eagle Publishing. “Their strategic recommendations and execution of measurable direct advertising campaigns have become critical towards achieving the profit goals of our business units. Unlike many other marketing agencies, I know exactly what I am getting for my advertising investment.”

Since January 2006, Colby Direct has added ten new clients to its roster. The company is expected to double its year-over-years revenues and profits in 2007.

### **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](http://www.colbydirect.com).

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