

FOR IMMEDIATE RELEASE  
July 28, 2009

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### **DATALINE Announces the Hiring of Ann Lynch**

Princeton, NJ – DATALINE, a leading compiler of consumer information and modeling services, announces that Ann Lynch has joined DATALINE as Senior Account Director.

“We are delighted to have Ann join us”, said Paul Sobel, President and Owner of DATALINE. “As DATALINE continues to grow it is critical to have sophisticated and knowledgeable executives like Ann work directly with our clients. Working from our new Charlotte office, Ann will be able to work closely with direct mailers, re-sellers and brokers in the Southeast.”

Ann comes to DATALINE with over seventeen years of experience in the direct marketing industry. Prior to joining DATALINE, Ann was an Account Director with Millard Group where she was responsible for the sales and marketing of one of their largest accounts. Over the course of her career, Ann has held senior sales positions at The Specialists Ltd., Mokrynski & Associates and Belardi/Ostroy ALC. During her time in the industry, she has worked on prestigious catalog accounts such as Carol Wright, Heartland America, Domestication’s and Appleseed’s.

In her new position as Senior Account Director, Ann will serve both small and large business-to-consumer direct marketers in the Southeast. Working with a database of over 235,000,000 individuals

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and 1,000 data variables updated on a monthly basis, Ann will provide access to an array of data, list and modeling services.

“I am excited about joining Dataline,” said Lynch. “We have a robust database and the marketing intelligence to respond to our client’s needs in a timely manner. With our analytical capabilities, we will be providing customized data solutions specific to their sales and marketing needs.”

DATALINE, Inc. founded in 2000 by Paul Sobel, is an innovative compiler of consumer information. DATALINE’S products and services include: targeted mailing lists, sales leads, data enhancement and custom modeling.

For further information please contact Sharon McClellan at (609) 452-6014, x104, email us at [smcclellan@datalinedata.com](mailto:smcclellan@datalinedata.com), or visit our website at [datalinedata.com](http://datalinedata.com).

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