



## Corporate Backgrounder

### FAST FACTS

- ∴ On average, ACCENT answers more than 37 million customer inquiries on behalf of our clients each year.
- ∴ Each year, ACCENT's print and fulfillment center mails 16 million pieces of direct mail.
- ∴ ACCENT's CSRs have scheduled more than 150,000 policy-review appointments on behalf of insurance agents nationwide.
- ∴ ACCENT's global footprint is 11 locations strong, spanning North America, the Caribbean and the Asia Pacific.
- ∴ ACCENT is consistently ranked in Advertising Age's annual Advertising and Marketing Services report as a top 50 Marketing Services Agency and a top 25 Direct Marketing Agency.
- ∴ In 2009, ACCENT received the Bronze MVP Quality award from *Customer Interaction Solutions* magazine for the second year in a row.

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### OVERVIEW

ACCENT Marketing Services, LLC is an international provider of customer lifecycle management solutions. We partner with world-class companies to help them acquire, support, retain, and grow their customers at every stage in the customer lifecycle. Founded by Thomas Hansen, ACCENT began operations on January 8, 1993, in Louisville, Kentucky.

On November 4, 1999, MDC Partners, Inc. (NASDAQ: MDCA) (Toronto Stock Exchange: MDZ.SV.A) purchased 50.1% ownership in ACCENT. Through its portfolio of entrepreneurial firms, MDC provides advertising, specialized communications, and consulting services to leading brands. Today, ACCENT is wholly owned by MDC.

Worldwide, ACCENT is represented by more than 2,000 employees. The company operates nine domestic contact centers, two international centers, and one print and fulfillment center.

### MISSION AND VALUES

The company's promise is to *Focus On Your Customer*, while providing the highest level of quality service, technology support, and return on investment for its clients. In pursuit of these goals, ACCENT has established six core values as pillars of the company's brand. They include:

**Accountability:** we will do what we say we are going to do, within the timeframe we commit to, acting with a sense of urgency;

**Can Do Attitude:** we will be proactive and responsive, taking a partnership approach;

**Customer Focus:** we will put customer needs first, whether internal or external;

**Excellence:** we will deliver the best quality in everything we do, paying close attention to detail;

**Next Level:** we will raise the bar, challenge the status quo, and expect the best from ourselves and others; and

**Teamwork:** we will leverage the strengths of our team, celebrate success, work hard, and have fun.

### MARKETS

ACCENT partners with world-class companies in the Telecommunications, Manufacturing, Consumer Products, Insurance, and Healthcare industries.

### LEADERSHIP TEAM

Overseeing ACCENT is the company's executive leadership team, which includes:

Gavin Swartzman, Interim CEO  
Linda Ruffenach, President, Engagement Management  
Steve Tinlin, President, Performance Marketing  
Chris Dauk, Chief Financial Officer  
Anil Sharma, Chief Information Officer  
Patrick Scheen, EVP, Customer Engagement

## GLOBAL FOOTPRINT

ACCENT's global footprint spans North America, the Caribbean, and the Asia Pacific, including:

### **Headquarters**

Jeffersonville, Indiana

### **Print & Fulfillment Center**

New Albany, Indiana

### **Domestic Centers:**

Hot Springs, Arkansas

Zephyrhills, Florida

New Albany, Indiana

Tell City, Indiana

Monroe, Louisiana

Farmington, Missouri

Kansas City, Missouri

### **International Centers**

Makati City, Manila—

Philippines (Partnership)

New Kingston, Jamaica



## CORE SERVICE OFFERINGS

ACCENT specializes in creating and implementing customizable solutions that engage our clients' customers at any and every stage in the lifecycle. We work with our clients to determine when they need a stand-alone solution or a fully integrated program that takes customers from acquisition through growth. Our strength lies in our depth of resources and tools, which can be combined to create solutions tailored to meet your needs, including:

- > Database Management
- > Data Modeling
- > Campaign Management
- > Application Development
- > Contact Management
- > Print and Fulfillment Services
- > Back-Office Services
- > Data Analysis and Reporting

### **Acquisition**

ACCENT helps clients identify and acquire new customers with lower cost, nurture incoming leads, capture sales, and process orders. Our acquisition solutions include:

- > Lead Management
- > Order Management
- > Point-of-Sale Support
- > Retail Sales Support
- > Third Party Verification

### **Support**

ACCENT helps clients support their existing customers by resolving customer issues, measuring and tracking channel member service performance, and identifying product and service enhancement opportunities. Our support solutions include:

- > Customer Care/Technical Support
- > Product Recall Management
- > Welcome Campaigns

### **Retention**

ACCENT helps clients keep the customers they have and win back those they've lost. From reducing churn to making more informed decisions about marketing spend, we work with our clients to help them better understand their customers and communicate more effectively with them, all while driving product or subscription usage and renewal. Our retention solutions include:

- > Retention/Winback Campaigns
- > End of Product Life Campaigns
- > Save Desk Campaigns
- > Thank You Campaigns
- > Satisfaction Survey Administration
- > Account Review Programs

### **Growth**

ACCENT helps clients build lasting and profitable relationships with their customers by working with them to identify who their best customers are and developing comprehensive marketing strategies that keep them engaged. Our growth solutions include:

- > Loyalty Marketing Campaigns
- > Cross-Sell/Up-Sell Campaigns
- > Extended Service Plan Marketing
- > TechLink<sup>SM</sup>

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