



FOR IMMEDIATE RELEASE

**Polaris Direct Recognized at
30th Annual NEDMA Awards for Creative Excellence**

Hooksett, NH (June 30, 2011) - Polaris Direct receives Gold and Silver awards for creative excellence. Members of the Polaris Direct team, Diane Laro, Lindsay Martin, Director Judith Maloy and President and COO Joe Maloy along with Stephen Smith of Crop Marks Design attended the 30th Annual New England Direct Marketing Association (NEDMA) Awards for Creative Excellence held at the Boston Museum of Science on June 29, 2011. More than 250 of New England's direct marketing professionals participated in the awards ceremony.

The NEDMA Annual Awards event honors creative excellence and innovation in traditional, interactive and social media direct marketing programs. Categories included print ads, direct mail, catalogs and broadcast along with Twitter campaigns, online copywriting, blog copywriting, shopping/ecommerce websites, Facebook, LinkedIn, and innovative online formats.

Polaris Direct received a gold and silver award for their promotional materials created in partnership with [Crop Marks Design](#), Concord, NH. "It is an honor to be recognized among a field of impressive marketing companies in our area," says Judith Maloy, Director of Polaris Direct, responsible for the company's promotional efforts. Polaris Direct, a full-service direct marketing services provider headquartered in Hooksett, NH, mails national direct marketing campaigns for the Fortune 500 and their agencies. You can access their website at www.polarisdirect.net.

About Polaris Direct

Polaris Direct is a full-service direct marketing services company headquartered in Hooksett, New Hampshire with a sales office in metro New York. The company specializes in high volume direct mailings. As a full service supplier, Polaris Direct provides pre-production planning, consultation in mail piece design, data processing, laser and ink jet imaging, lettershop / bindery production, card affixing, forms printing, and match mailing. Polaris Direct is also a certified member of the Women's Business Enterprise National Council (WBENC).

About NEDMA

NEDMA, the oldest regional direct marketing association in the country, supports the use of – and innovation in – all forms of direct marketing media, from direct mail to interactive, advertising, broadcast, telemarketing and more. Each year, the NEDMA awards honor innovative direct marketing campaigns and individual submissions that produce dramatic results. To learn more about NEDMA, visit www.nedma.com.

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