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Altman Dedicated Direct Named to Bestselling Author Seth Godin's 2004 Bull Market Directory

*- Guidebook of 500 Innovative Companies and Freelancers
Debuts May 1, 2004 -*

Rural Hall, NC, April 30, 2004 – Seth Godin, entrepreneur and author of the bestselling book *Purple Cow*, today announced the inclusion of Altman Dedicated Direct in his *2004 Bull Market Directory*, a resource for connecting organizations with some of the world's most creative thinkers. In early 2004, Godin issued a call for entries seeking the world's most innovative copywriters, brainstormers, advertising agencies, prototypers, designers, artists and more. Set to make a May 1st debut, the *2004 Bull Market Directory* will feature Altman Dedicated Direct and is expected to reach more than one million people (Godin's *Unleashing the Ideavirus* was the most downloaded e-book in history).

"Altman Dedicated Direct has demonstrated that it is a *Purple Cow* catalyst, helping clients shake things up and think innovatively," commented Godin. "Altman Dedicated Direct has challenged its clients to become spectacular and invigorating. Smart companies realize that they can create Purple Cows faster with a bull."

In *Purple Cow*, Godin argued that the only effective marketing strategy is to build innovation into a product or service from inception, ultimately creating a *Purple Cow* to stand out among a marketplace of traditional brown cows. The *2004 Bull Market Directory* is the next step for Godin in questioning traditionally accepted corporate strategies and inspiring business success by uniquely communicating his vision and expertise.

"To be included in the *2004 Bull Market Directory* and receive recognition from a renowned and forward-thinking marketer such as Seth Godin confirms our ongoing dedication to striving for excellence on a daily basis, and to helping our clients to offer unique and remarkable value to their customers," commented President Shari Altman.

Godin's *Purple Cow* was a *BusinessWeek* bestseller for five months. It also appeared on the *New York Times* and *Wall Street Journal* bestseller lists. The launch of the *2004 Bull Market Directory* coincides with the release of Godin's new book, *Free Prize Inside*, due on shelves May 10, 2004. In *Free Prize Inside*, Godin expands upon the *Purple Cow* concept, divulging the secrets of companies that have succeeded by creating a product or service that is fundamentally remarkable.

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For more information on Seth Godin or to receive a copy of the *2004 Bull Market Directory*, co-sponsored by *Fast Company* magazine, please log onto www.sethgodin.com/bullmarket or contact Samantha Oehl at 410-367-2700 x14 or samantha.oehl@warschawski.com.

About Altman Dedicated Direct (www.AltmanDedicatedDirect.com)

Altman Dedicated Direct provides direct marketing strategic thinking and implementation management. Services include product or channel assessment, launch planning, product development and merchandising, customer acquisition, promotion planning, test strategy, analysis, database and integrated marketing, and overall project management. Special expertise in loyalty programs, continuity marketing (including auto-replenishment) and infomercials. Ms. Altman holds an MBA from George Mason University, has 22+ years of consumer direct marketing experience, and is a frequent speaker at industry events.

About Seth Godin (www.sethgodin.com)

Seth Godin is a bestselling author and entrepreneur, changing the way in which people think about marketing and modern day business in his international bestsellers, *Purple Cow*, *Permission Marketing*, *Unleashing the Ideavirus*, *The Big Red Fez* and *Survival is Not Enough*. Godin is a renowned lecturer and was named one of 21 "Speakers for the Next Century" by *Successful Meetings Magazine* in 2003. He was the founder and CEO of Yoyodyne, the leading interactive direct marketing company, which Yahoo! acquired in late 1998. Godin holds an MBA from Stanford and was named the "Ultimate Entrepreneur for the Information Age" by *BusinessWeek*.

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