

Infinity Direct
infinitydirect.com

The team that helps you outthink *not* outspend your competition.



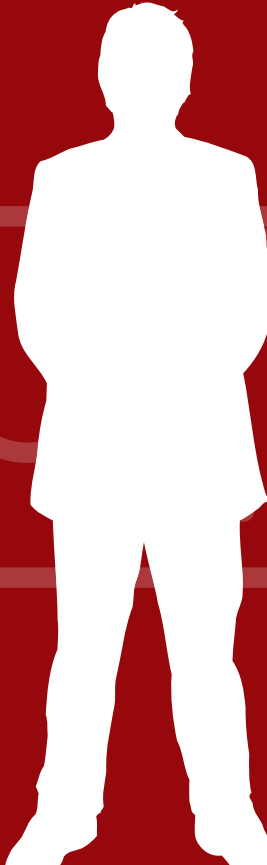


Smart thinking breeds infinite possibilities.

Infinity Direct is a full-service direct marketing agency that helps you bridge the gap between your traditional advertising and direct marketing needs.

We bring creative and strategy together to provide our clients with multichannel marketing programs with measurable results.





The Infinity Direct team helps you identify, acquire and retain your valuable customer relationships.

We offer: Direct Marketing, Strategy, Advertising, Branding, Creative, Interactive, Project Management, Marketing Storefront, Media Planning and Buying.

Questions about buying your **First Home?**



Log on to **firstmhome.com**
to receive your 2008 Home Buying Guide

MAKE IT REAL
Use a REALTOR

Your only dilemma should be where to relax in your new home ...

have a **REALTOR**
take care of the rest.



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MAKE IT REAL
Use a REALTOR

Your only concern should be the color in your new home ...

have a **REALTOR**
take care of the rest.



Log on to
firstmhome.com
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MAKE IT REAL
Use a REALTOR



Massachusetts Association of REALTORS® **meet it REAL**
Make it Real. Use a REALTOR!

Find us Again | View My Guide | Tools & Information

View the Guide
Your new home is the place you can afford to invest in the best process. This guide will help you get it right.

Make It Green
Plus your new home is energy efficient. Research alternative energy. With a 20% tax credit, it's easier to make your home green!

Regional Moving Resources
Plus, make sure you're in the right area. Find out where to open the real estate office.

Have a **REALTOR**
take care of the rest.

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Questions about buying your
First Home?

2008 HOME BUYER'S
GUIDE
MAKE IT
REAL

THE 2008 HOME BUYER'S GUIDE
IS HERE TO HELP YOU
GET THE MOST OUT OF YOUR
FIRST HOME BUYING EXPERIENCE.
WITH THIS GUIDE, YOU'LL
LEARN THE INS AND OUTS OF
THE HOME BUYING PROCESS,
FROM SEARCHING FOR A HOME
TO NEGOTIATING THE SALE.
IT'S THE ONLY GUIDE YOU
NEED TO GET THE MOST
OUT OF YOUR FIRST HOME
BUYING EXPERIENCE.



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While each client is unique, we follow four steps for each project.

Consider them the cornerstones for creating meaningful connections with your customers.

Envision

Execute

Evaluate

Evolve





Envision – Identify Targets, Create Strategic Concepts

We use data-driven customer insight to optimize the efficiency and effectiveness of your direct marketing.

Execute – Develop Components, Deploy Components

We integrate both brand and direct marketing tactics into our strategy and creative to strengthen the brand/customer bond and elicit response.





Evaluate – Capture Response, Measure Results

We make sure there is measurability in every marketing effort to capture valuable customer intelligence in both online and offline environments.

Evolve – Refine Targeting, Refine Creative

We continually evaluate results to help you refine your direct marketing and spend your marketing dollars more wisely.





Don't just take our word for it. Here is what our clients say:

“Infinity Direct has been nothing short of amazing throughout the entire life of our campaigns. From creative conception to tracking results, we are always in the loop thanks to Infinity. They are always willing to answer any questions and do so quickly in a language we can understand. We are confident knowing that they are working hard to get the best return on our investment.”

– *Minnesota Association of Realtors®*

“Infinity Direct provided stellar support on a very challenging program. The Infinity team makes the extraordinary seem ordinary. Thank you!”

– *U.S. Bank*



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You

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at our open house on May 29.



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and an opportunity to see the
interior, independent living
offer you.

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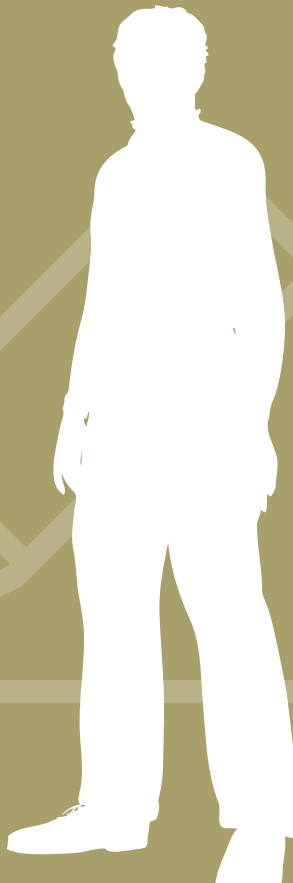
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Introducing

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living solutions for
independent living.





More of what our clients have to say:

“Infinity Direct is phenomenal. We rely on them for a lot of our collateral ideas, whether it’s coming up with contest ideas or exciting new ideas for creative. They are flexible, responsive and supportive in helping us meet our deadlines and turn projects quickly.”

– *Macy’s*

“Infinity Direct blends the strategy and intelligence with the creative design and execution across all of our projects. They do a good job of keeping an eye on the progress and return on investment of each program. They help us with strategy and analyze the results. Infinity Direct is a great partner, and I can’t imagine doing my job without them.”

– *ShopNBC*



Health Services

The Bridge to a Brighter Tomorrow

THE

Boys & Girls Clubs of San Francisco is proud to announce the opening of our new Health Services Center in the heart of the city. This new center will provide a wide range of health services to our youth, including dental care, vision care, and health screenings. We are committed to ensuring that every child has access to the care they need to thrive.



Photo: Tommaso Pedroncelli



Annual Report 2008



When you work with us, you'll have a team of experts to help you with every aspect of your marketing strategy.

Infinity Direct provides you with all of the resources you need to create, develop, deploy, manage, measure and refine a truly strategic marketing program.





Infinity Direct

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