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The Midwest Direct Marketing Association Recognizes Volkart May for Work on a National Key Accounts Prospecting Campaign for a Major Insurance Company

Volkart May received a gold award for boosting lead generation results and identifying qualified sales opportunities for a major insurance company's sales pipeline.

MINNEAPOLIS, May 11, 2010 — Volkart May & Associates, Inc. (Volkart May), a business-to-business lead generation and direct marketing firm in the Twin Cities received a gold award at the 2010 Midwest Direct Marketing Association (MDMA) ARC (Art-Response-Copy) Awards. The national campaign focused on growing membership within a major insurance company's Key Account segment through direct mail and outbound calling to promote group health plans. The campaign, which ended in October 2009, has already achieved 91% of its member goal and will continue tracking through September 2010. Overall, results are on track to deliver a 50:1 ROI.

The MDMA ARC Awards recognize highly creative and results-oriented direct marketing campaigns in the Midwest. Volkart May has received a total of twelve ARC Awards for supporting increased sales force efficiency and prospecting results for B2B-focused clients. Past awards have been received for work with Microsoft, Hewlett-Packard and The Minnesota Twins.

Volkart May has partnered with this insurance company's direct marketing department for over six years on outbound calling campaigns. Results from calling are consistently strong and support significantly better close ratios on leads than relying on a direct mail strategy alone.

"As a sales performance partner, we are committed to supporting our clients with more efficient sales forces, a shorter sales cycle and revenue growth through the management of high-volume outbound prospecting campaigns," said Chris Temperante, Volkart May's CEO/Partner. "This award represents what is possible with a continuous, disciplined prospecting methodology that reinforces brand identity and yields a measurable ROI."

About Volkart May & Associates, Inc. Volkart May & Associates, Inc. (Volkart May) is a B2B sales and marketing outsourcing partner that enables companies with high-value product and service solutions to increase sales force efficiency and grow their business by identifying more qualified sales opportunities. Volkart May specializes in making live, brand-enhancing lead generation and inside sales calls, securing sales appointments with decision makers, qualifying inquiries and building accurate, targeted marketing databases. For more information about our 20 years of healthcare, medical device, high tech and other industry experience, visit www.volkartmay.com.

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