



NEWS RELEASE

February 10, 2010

FOR IMMEDIATE RELEASE

Contact: Patrick Frame, Managing Partner
(410) 573-0010

The Wilderness Society Selects List Services Fundraising for List Brokerage

(Naples, FL) List Services Fundraising

List Services Fundraising has been selected by The Wilderness Society as their new list broker. Based in Washington DC, The Wilderness Society (TWS) is dedicated to preserving America's wilderness through action and public education.

Jennifer Girard Smith, President of List Services Fundraising said, "Taking on a new client like TWS is especially exciting given the challenges the marketplace has thrown at us over the last year or so. The large majority of List Services' clients have weathered this storm really well and we are confident that we can use some of those same successful strategies to reinvigorate TWS' prospecting programs and help them achieve the results they are seeking."

Addressing the recent climate for fundraising she continued, "We certainly don't view this as the beginning of the end for non-profit direct mail, especially in prospecting, but it has definitely forced some organizations to take a step back and evaluate their approaches to make sure they are ready for the changes that are coming. For some it's a hard lesson to learn but a vital one. For others like TWS, it's just a natural part of continuing to build a stronger program."

A representative from TWS' agency of record commented "We challenged several list brokers to put together list audits for TWS and List Services delivered a very comprehensive plan that stood out against the rest. Both the client and our team felt that the ideas they brought to the table were a very good indication of the type of impact they could have on TWS' acquisition program."

Founded in 1935, The Wilderness Society works to protect wilderness and inspire American's to care for our wild places. Their key areas of focus include wilderness, global warming, energy policy, roadless forests, and stewardship of our wild lands and the environment in general.

The Wilderness Society's file is currently available on rental and exchange through True North List Marketing and a datacard may be found at www.truenorthlist.com.

About List Services Fundraising List Services Fundraising is the nation's high-impact, low-risk provider of non-profit acquisition solutions; enabling non-profits of all sizes to maximize results from their prospecting investment. List Services specializes in list brokerage, management, fulfillment, data processing and enhanced analytics for both national and regional non-profits. A division of List Services Corporation of Bethel, CT, List Services Fundraising is based in Naples, FL with a regional office in Annapolis, MD. For more information, contact List Services Fundraising at 888-393-LIST or visit www.nonprofit-lists.com.