

By Jackie Jones (jackiejones@questex.com)

Meritus Payment Solutions and STAFDA Partner

SANTA ANA, Calif. – Meritus Payment Solutions and STAFDA have announced a strategic partnership enabling STAFDA to offer its 2,500-plus members wholesale payment processing rates and innovative business solutions through Meritus' single-source solution.

In addition to wholesale processing rates, Meritus provides systems that streamline operations and increase profitability such as Automated Clearing House (ACH), Recurring Billing Management, automated invoicing and real-time reporting.

"We are pleased to expand our reach in the business-to-business industry," says Alan Kleinman, principal of Meritus Payment Solutions. "Our first priority is to understand our clients' business, give them insight into business efficiency and profitability, and provide exceptional service."

"Our members have come to expect outstanding services and programs from STAFDA that suit their specific business needs," says Georgia H. Foley, executive director of STAFDA. "Meritus upholds STAFDA's aim to educate and empower business owners to operate at the highest standards."



Hearthware Launches NuWave Baking Kit

LIBERTYVILLE, Ill. – Direct Response Marketing Alliance (DRMA) member and the Third Annual DRMA Marketer of the Year 2011 Award winner Hearthware Inc. has launched a new NuWave Baking Kit as a gift-with-purchase infomercial offer for the award-winning NuWave Pro Infrared Oven.

Hearthware aims to broaden the appeal of its hit product with the baking kit and give home bakers the "tools necessary

to easily prepare" various pastries to produce "perfect results every time," according to the company.

"The Baking Kit adds to the versatility of the NuWave Pro Infrared Oven, creating an additional reason to buy," Hearthware says. "It proves a fast, easy, convenient way to bake that is significantly more energy-efficient than a conventional oven. The NuWave Pro Infrared Oven cooks your food without heating the kitchen."

InfoTech Releases 2012 Version of Media Management System

NEW YORK – InfoTech has released its new version of the Media Management System (MMS), its Web-based solution for direct response campaign management.

Key features of the new version include a new pre-buy module, which allows buyers to construct various media plans for a campaign, compare the plans and identify which one best meets campaign goals, and activate that plan so buys can be placed; advanced reporting capabilities, which support multichannel marketing so users can easily compare broadcast, online, mobile, print and other marketing channels;

and shortcuts that automatically create and E-mail PI payout reports to all stations and media outlets with active PI contacts.

"The 2012 release of MMS is part of InfoTech's ongoing dedication to offering our direct response clients state-of-the-art applications," says Derek Vigilanti, InfoTech's executive vice president of marketing systems. "We are constantly responding to client needs, while using the most advanced Web technology available."

"We have many more features on the way, including reporting on iPad and other tablet devices," Vigilanti adds.

Response Magazine and the DRMA want to share your successes with the industry!

To be featured in DRMA News, send your press releases and case studies to **Jackie Jones** at jackiejones@questex.com.

NEWS CORNER

LUCIO MARAMBA is promoted to director of operations for Mercury Media's growing Hispanic division, Mercury en Español.

RW ADVERTISING INC. launches a national ad campaign for Houston-based www.theeasysheet.com, "the newest innovation in bedding in 60 years."

ORDERMOTION INC., a Web-based order management and marketing campaign platform company, announces the release of version 3.0 of its OMX platform, which includes significant feature enhancements to serve the needs of mid-market merchants and marketers.

HAWTHORNE DIRECT announces CEO and chairman Tim Hawthorne's contribution to "The IMC Handbook: Readings and Cases in

Integrated Marketing Communications (2nd Edition)" by J. Steven Kelly and Susan K. Jones.

GSI COMMERCE

announces that French Toast, a school uniform brand, has extended its E-commerce agreement with GSI through 2017.

