

## **PRESS RELEASE**

### **CONTACT INFORMATION:**

Infinity Direct  
Jenny Lassi  
763-334-7805  
jlassi@infinitydirect.com

Release Date:  
November 19, 2019

### **IMPACT ACQUIRES INFINITY DIRECT**

*Two Twin Cities Direct Marketing Agencies Join Forces*

#### **Plymouth, MN**

Impact has acquired Infinity Direct in a strategic collaboration combining the talents and capabilities of two Twin Cities direct marketing companies. The collaboration allows key visionaries in direct marketing to grow the design, data analytics, multichannel direct marketing, fulfillment and campaign management sides of both businesses.

"Finding another agency that shares our values and passion was incredible. Together we will have a complete direct response offering. We look forward to integrating the agencies to provide additional value and strategic guidance to our clients," says Chief Executive Officer Jake Bruhnding.

Infinity President David Greenblat says, "At Infinity Direct we have believed for more than 25 years that being customer centric is the most important thing. We are excited to have found a team with values that align with ours. Putting customers first has always been our foundation - and it always will be."

Both businesses will continue to operate independently while combining creative, data, direct and digital talent to grow client partnerships.

#### **Impact**

Impact helps clients achieve their business objectives by serving as an extension of their marketing team. Impact will remain focused on direct response marketing execution, complex segmentation/personalization, variable high-speed color print, lettershop and total package management, fulfillment, and critical document processing.

Impact will continue to operate under the direction of Chief Executive Officer Tim Johnson and Pete Studer serving as President at its existing Minneapolis location.

#### **Infinity**

Infinity Direct creates and executes integrated direct marketing, including print, direct mail, email, display ads and landing pages, using data to help clients connect with customers.

Infinity Direct will continue to operate under the direction of President David Greenblat with Jake Bruhnding as its CEO.