

Press Release

For Immediate Release

DataCo Solutions
85 W. Algonquin Road, Suite 360
Arlington Heights, IL 60005
Contact: Kathy Lambert
Tel: 847-290-0636 Email: klambert@datacosolutions.com

DataCo Solutions supports vision of Alexian Brothers Foundation

Multiyear fund raising campaign supports enhanced pediatric services

ARLINGTON HEIGHTS, IL., March 17 2010 DataCo Solutions, a research and marketing analytics business consultancy, is helping make an enhanced pediatric facility a reality by participating in Alexian Foundation's "Centuries of Caring - A Future of Excellence" Capital Campaign. Centuries of Caring is a three-phase, multiyear capital campaign underway for new and expanded facilities and services. To kick off this year's campaign and to encourage others to participate in the capital campaign, DataCo Solutions, United Marketing Group and Teleformix are making a combined donation of \$50,000 as part of the efforts for the Alexian Brothers Foundation's 24th Annual Ball de Fleur.

The 24th Annual Ball de Fleur will be held on Saturday, May 1, 6:30 p.m. - 1:00 a.m. at the world-renowned Field Museum of Natural History in Chicago. Proceeds will benefit the Alexian Brothers "Centuries of Caring - A Future of Excellence" Capital Campaign. As the premier event for the Alexian Brothers Hospital Network, the Alexian Ball de Fleur this year has a theme "Field Trip to India" and will treat guests to a personal tour of the traveling exhibition, "Mammoths and Mastodons: Titans of the Ice Age." This is the first time in its history that the Alexian Ball is being held at a venue in Chicago.

DataCo's contributions will support Alexian Brothers Foundation projects, including the new Children's Hospital and updating/modernizing of the St. Alexius Medical Center campus in Hoffman Estates; initiation of a hospice program for the dying in Elk Grove Village; expansion of a developmental pediatrics program to help children with autism, ADHD, Down Syndrome and other conditions that affect their health; and response to the escalating need for behavioral health services. The Alexian Brothers Center for Mental Health is another recipient of the proceeds from this year's Ball de Fleur.

According to Mark Frey, CEO of the Alexian Brothers Hospital Network, "Philanthropy has always been important to the Alexian Brothers since they began caring for the disadvantaged in the Chicagoland area since 1866, but with today's challenging economic environment, it is absolutely essential. The team from DataCo have partnered with us to further expand the profound mission of the Alexian Brothers and to increase our commitment to providing for those in need."

More information is available by visiting www.alexianfoundation.org

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ABOUT DATACO SOLUTIONS

DataCo Solutions is a research and marketing analytics business consultancy firm located in Arlington Heights IL. DataCo Solutions provides business and marketing solutions for clients in the financial services, communications, memberships and affinity marketplace. Specializing in Customer Relationships, Loyalty and Customer Retention, DataCo Solutions has developed a reputation for finding opportunities and solutions by combining comprehensive data and information analytics with insight and experience in direct and relationship marketing with both consumer and business-to-business organizations. Additional information and white papers on DataCo Solutions' expertise and successes, are available at www.DataCoSolutions.com.

ABOUT UNITED MARKETING GROUP

United Marketing Group (UMG) is a leading direct marketer of affinity membership programs and merchandise products. Membership programs offered by United Marketing Group provide consumers savings, in all major lifestyle spending categories, as well as peace of mind in key areas of consumer concerns. Unlike many other organizations, United Marketing Group specializes in utilizing all direct marketing media -- the industry's inbound calls, outbound calls, direct mail and e-commerce tools -- to maximize Partner earnings. The company has been in business for more than 35 years and enjoys innovative and long term relationships with numerous Fortune 500 Partners. UMG can be contacted toll free at 1-800-513-9000 or www.unitedmarket.com.

ABOUT TELEFORMIX

Teleformix provides the infrastructure enabling companies of all sizes to seamlessly run and process affinity and loyalty programs. Teleformix owns the technology and infrastructure allowing us to implement the program in a turn-key fashion and bringing it to market faster and more cost effectively. Teleformix has developed enterprise class solutions that successfully manage millions of memberships across numerous industries spanning financial services, retail sales and more. Teleformix also provides enterprise-wide consulting, implementation services, full-service account management, sales and marketing. Teleformix securely houses and manages their customers' data in a fully secure and safe environment and is a PCI Level 1 Gateway. For additional information, contact Teleformix at 800-513-4000 or visit www.teleformix.com.

ABOUT THE ALEXIAN BROTHERS

The Congregation of Alexian Brothers Immaculate Conception Province was founded by Brother Bonaventure Thelen, C.F.A., who came to the United States in 1866 to establish a ministry for compassionate healthcare that could meet the needs of its people. From the Alexian Brothers' first hospital in Chicago nearly 150 years ago, the Alexian Brothers' United States ministry has grown to include a network of hospitals in Illinois, as well as older-adult-care facilities and community programs for the elderly in Missouri, Tennessee, and Wisconsin. The Alexian Brothers also have a strong presence in the Philippines, where they operate a comprehensive health and wellness center, and a beginning ministry in Hungary which provides pastoral care to the elderly and to patients at nearby local hospitals.

Serving 2 million residents of Chicago's growing northwest suburbs, the Alexian Brothers Hospital Network includes two acute care hospitals – Alexian Brothers Medical Center in Elk Grove Village and St. Alexis Medical Center in Hoffman Estates – as well as two specialty hospitals – Alexian

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