



Anchor Computer Announces Suite of New Services

Farmingdale, NY April 17, 2011 -- Anchor Computer, founded in 1974, a full service database marketing service bureau and data provider, announces new services available for existing and new clients. Anchor Computer has specialized and is an industry leader in providing direct and digital marketers with:

- Merge/Purge
- Data enhancement
- NCOA
- Email appending, hygiene, ECOA (Email Address Update) and campaign services
- Name, Address, Phone & Email verification and correction
- Data analysis and cleansing
- Database Design, Implementation and Hosting and Maintenance

Anchor is pleased to announce that Fred Milman, a 25 year industry veteran, will head up the Professional Consulting Services group. Fred has been a senior consultant for David Shepard Associates since 1985. Anchor will now offer consulting services that include:

- **Multi-Channel Marketing**
- **Strategic Planning and Marketing Tactics Design and Implementation**
- **Strategic Testing and Analysis**
- **Predictive Modeling and Segmentation Planning, Design and Implementation, Business Intelligence and Data Mining Strategic Planning**
- **Forecasting and Analysis**
- **CRM Strategies and Contact Strategy and Optimization**
- **Project and Program Management**
- **Business Audits and Opportunity Analysis**

Len Schenker, Anchor founder and CEO, said "These services are meant to enhance our core competencies and are a natural extension of what we do. We help clients become more efficient marketers and by offering these services we can better deliver on that promise. Today, clients not only want our traditional services, but they want a partner that can help them add profits to the bottom line."

Fred has helped clients across a wide swath of vertical industries including Telecom, Financial Services, Insurance, Associations, Package Goods Consumer Products, Publishing and Music, Catalogs (both B-to-C and B-to-B), Ad Agencies, Health Care, Technology and Internet.

Anchor Computer provides a complete array of Data Processing, Database Marketing and Email Marketing Services and Software to the direct marketing industry. For more information on all of our services, please visit www.AnchorComputer.com, call 1-800-452-2357 or email us at E@AnchorComputer.com.