



## **JOINT STATEMENT FROM THE DIRECT MARKETING ASSOCIATION (DMA) AND THE AMERICAN CATALOG MAILERS ASSOCIATION (ACMA)**

**Boston, MA, March 11, 2010** — The [Direct Marketing Association](#) (DMA) and the [American Catalog Mailers Association](#) (ACMA) have come to an understanding of their common goals in protecting the catalog segment from legislative and regulatory threats. We pledge to work together on postal issues at the US Postal Service, Postal Regulatory Commission, and Congress, and in fighting Do-Not-Mail proposals at the state and local level.

Going forward, both groups will continue to represent our respective members' best interests, which may differ at times. ACMA will continue its aggressive work in postal and other catalog-specific matters. DMA will continue its work on postal issues, as well as the many other issues that affect catalogs and the broader direct marketing community, including tax, privacy, and offers.

There is an enormous amount of work to do. It requires significantly increased participation from every company with an economic stake in cataloging. Both ACMA and DMA are under-resourced from the catalog community. Our ability to operate successfully requires the financial resources, executive time, and broad-based membership of catalog mailers and their suppliers.

ACMA and DMA would like to call on all companies that mail catalogs to join both organizations if you are not a member already; and to become active participants. We need a broad-based and unified effort to continue the endeavors both organizations have shaped. ACMA and DMA are excited about developing a productive and cooperative relationship and look forward to making a difference for catalogers on a long list of public policy issues.

### **About the American Catalog Mailers Association**

ACMA is a Washington-based not-for-profit organization specifically created to advocate for the unique collective interests of catalog mailers in regulatory, public and administrative matters where the shared impact transcends individual company interests. ACMA participates in rulemaking and other proceedings of significance where a single collective voice increases influence and effectiveness. Membership is open to any party with significant interests in the catalog industry. More information can be found at [www.catalogmailers.org](http://www.catalogmailers.org).

### **About Direct Marketing Association (DMA)**

The Direct Marketing Association ([www.the-dma.org](http://www.the-dma.org)) is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education, and networking opportunities to improve

results throughout the end-to-end direct marketing process. Founded in 1917, DMA today represents companies from dozens of vertical industries in the US and 48 other nations, including nearly half of the Fortune 100 companies, as well as nonprofit organizations.

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