



# News Release

**FOR IMMEDIATE RELEASE**

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**HARTE-HANKS PROMOTES FOUR INDIVIDUALS AS  
DIRECT MARKETING COMPANY LEADERS**

*New Direct Marketing structure encourages innovation and  
realigns organization around client needs*

**San Antonio, TX – August 7, 2012** – Harte-Hanks, Inc. (NYSE:HHS), a worldwide direct and targeted marketing company that provides multichannel direct and digital marketing services and shopper advertising opportunities, announced today that it is realigning roles and responsibilities of key leaders within Harte-Hanks Direct Marketing in four areas – customer solutions, customer strategy and engagement, customer delivery and people – to structure the company for future growth and enhance the customer experience.

“Following the recently announced departure of Harte-Hanks Direct Marketing president Gary Skidmore, we took the opportunity to evaluate how we should position ourselves to most effectively and efficiently meet the current needs of the clients we serve while continuing to innovate for future needs in the marketplace,” said Larry Franklin, chairman & chief executive officer, Harte-Hanks. “We have the right people for the job on our team already, so we have reorganized roles, responsibilities and business area reporting structures to position us for future growth. These changes align our leaders to better suit how client relationships and their business evolve in our company.”

Effective immediately, the leadership roles within Harte-Hanks Direct Marketing, each of whom report directly to Franklin, are as follows:

Brian Dames has been named executive vice president of customer solutions. Dames, who is already a corporate vice president, has been with the company for five years. Prior to his new role, he was responsible for leading the database and data services business of Harte-Hanks. In addition to these responsibilities, he will now oversee Trillium Software<sup>®</sup>, international operations, Aberdeen Group<sup>®</sup>, our technology market solutions, The Demand Curve<sup>™</sup>, and other business-to-business offerings. “Brian has been a valued leader in our organization who understands that data are the currency of today’s direct marketers,” Franklin said. “As our company has developed hugely important software and intelligence brands – such as Trillium Software and Aberdeen – Brian’s expertise will continue to move us forward in these key business areas, penetrating new markets while delivering innovation that seeks to build market leadership and share.”

Jeannine Falcone has been named executive vice president of customer strategy & engagement. Falcone, who is also currently a corporate vice president, has served with Harte-Hanks for close to 20 years. She currently leads The Agency Inside<sup>®</sup> and its digital solutions businesses. In addition to these responsibilities, she will assume leadership of the contact center businesses, strategy and insight team, as well as the national sales team and marketing. “Jeannine has deep experience in all facets of multichannel marketing and customer engagement, along with a strong blend of strategic and operational focus,” Franklin said. “Our business development efforts will remain aligned with the vertical markets of our clients, as will many of the strategies and solutions we bring to market.”

Tony Paul has been named executive vice president of customer delivery and has also been promoted to corporate vice president. Paul has been with Harte-Hanks since 2010 and has led the direct mail, mail supply chain and fulfillment businesses. He will continue his leadership of these businesses in this new organization. “Tony has comprehensive expertise with a strong background in developing strategies, diversifying offerings and leading change,” Franklin said. “While most marketers operate in a multichannel environment and employ integrated marketing strategies, the deep and traditional expertise of our direct mail marketing and execution of related services remains a critical function for us and our clients. Tony’s teams work closely with our other business areas, and this continued close relationship will be vital to our customer solutions and strategy teams.”

Andrew Harrison has been named executive vice president of people and has also been promoted

to corporate vice president. Harrison has been with Harte-Hanks for 17 years and will continue his leadership of human resources operations, as well as working closely with the other Harte-Hanks Direct Marketing and corporate leaders on organizational transformation, change management, business performance improvement and training and professional development. “One of the most, if not the most, important aspect of our culture and future success is people,” Franklin said. “Andrew’s leadership in our recognition and development of people as our top asset has served to keep our company highly positioned, attractive and favored over time.”

“This organizational change reflects the caliber and depth of the leadership already in place at Harte-Hanks,” Franklin said. “We are organized for continued innovation and excellent performance. We will work as a collaborative, integrated team to deliver a unique and compelling client experience – while helping our clients engage and grow their customers.”

#### **About Harte-Hanks®**

Harte-Hanks® is a worldwide direct and targeted marketing company that provides multichannel direct and digital marketing services and shopper advertising opportunities to a wide range of local, regional, national and international consumer and business-to-business marketers. Harte-Hanks Direct Marketing helps its clients obtain insight about their customers through database and marketing analytics. Based on that insight Harte-Hanks Direct Marketing designs, implements and executes multichannel marketing programs on behalf of its clients using direct and digital communications. Harte-Hanks Shoppers is North America's largest owner, operator, and distributor of shopper products which bring buyers and sellers together at a local level through its proven multichannel offerings, including targeted print, digital advertising, and classifieds. Its print publications are zoned into more than 950 separate editions and reach 11.2 million addresses each week in California and Florida. Shoppers also provide advertisers with PowerSites™ to help small- and medium-size businesses establish a web presence and improve lead generation, PowerClick™ SEM services, and mobile distribution of their ads and coupons. For consumers, *PennySaverUSA.com*™ and *TheFlyer.com*™ offer local online and mobile classifieds for garage sales, pets, used and new cars, real estate, as well as thousands of coupons and business listings. Visit us at <http://www.PennySaverUSA.com>, <http://www.TheFlyer.com>, and <http://www.PowerSites.net>.

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