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TARGETPOINT NAMES NEW PRESIDENT AND ANNOUNCES NEW SENIOR EXECUTIVE

Alexandria, VA – TargetPoint Consulting, premier provider of MicroTargeting, today named Michael P. Meyers as President. He will assume day-to-day operational responsibilities in addition to his client responsibilities.

Meyers helped found the company in 2003 and has played a primary role in the growth of the company, developing and implementing targeting strategies for numerous campaigns and corporations over the past three years. Prior to joining TargetPoint, Michael was the Executive Director of the Michigan Republican Party.

TargetPoint also announced today that Alicia White Davis will join the company as Director of Marketing and Senior Project Manager.

Ms. Davis most recently worked as Regional Political Director for the Mid-Atlantic region at the Republican National Committee. Prior to that, she served as Deputy Assistant Secretary for External Affairs and Communications at the U.S. Department of Commerce. Her prior political work includes Associate Political Director to the President of the United States, Bush-Cheney 2000, and the Massachusetts Republican Party.

“With Michael Meyers at the helm, I am confident in our company’s continued success,” said Alex Gage, founder and CEO of TargetPoint. “And the addition of Alicia Davis will greatly enhance our ability to serve our clients and pursue new clients in both the political and corporate world.”

Gage will continue as company CEO and will continue to advise TargetPoint’s clients. In addition, he has joined the Romney for President Exploratory Committee as Senior Strategic Advisor.

TargetPoint also announced today that company vice president and co-founder Brent Seaborn will extend his leave of absence from TPC in order to join the Giuliani for President Exploratory Committee as Strategy Director.

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