



DISCOVER ETHNICITY ON YOUR HOUSEFILE



Do you want to learn as much about your customers as possible? We can help.

With the MIT Program from 21st, you can identify ethnicity and language preference on your own housefile—taking your customer relationship management to a whole new level.

What does it mean to know which names are African-American, Asian-American or Hispanic? It means you'll be able to reach your customers in a culturally relevant way, in their language of choice, enjoying stronger returns on the one file that matters most. Yours.

For more information about how the MIT Program works, what results to expect, and additional multicultural services, contact multicultural guru Rick Blume today at rblume@21stcm.com or **631.306.5264**.

THE LIST COMPANY THAT MAKES A DIFFERENCE

CALL OUR BROKER SERVICING CENTER: 631.306.5212 OR VISIT WWW.21STCM.COM

