



# Press Release

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FOR IMMEDIATE RELEASE

## Equity Decision Systems Granted Registered Trademark for its Direct Mail Fundraising Optimization Software, Donor IQ<sup>®</sup>

**Tustin, California, January 15, 2010** - Equity Decision Systems, a leading provider of analytical services for direct mail fundraising, was issued a registered trademark by the United States Patent and Trademark Office for its flagship product, Donor IQ<sup>®</sup>.

Donor IQ applies advanced statistical techniques to hundreds of million solicitation and donation records to predict the most likely responders to direct mail fundraising campaigns. Equity Decision Systems' Ph.D. level scientists developed Donor IQ by applying statistical methods which have evolved over many years of applying predictive modeling technology to applications in wide range of industries and applications including insurance, financial services, retail, pharmaceutical, telecommunications, and for marketing applications.

"Receiving a registered trademark for Donor IQ marks an important milestone for the product" David Speights, Ph.D. CEO of Equity Decision Systems. To date, Donor IQ has provided predicted responses on over 50 million mailing records using its advanced predictive modeling techniques. Donor IQ integrates seamlessly into a direct mailer's processes and is proven to improve net donations dramatically as shown in tests on over 2 million mailing records.

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### About Equity Decision Systems

Equity Decision Systems, headquartered in Tustin, California, is an analytical services firm which specializes in predictive modeling application for small and large corporations in a wide range of industries. Our staff of Ph.D. level statistical experts has built and deployed predictive models for many fortune 500 companies saving them hundreds of millions of dollars annually.

Please direct media inquiries to Holly Street or visit their website at [www.equitydecisions.com](http://www.equitydecisions.com).

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