



THE DIRECT MARKETING EDUCATIONAL FOUNDATION, INC.

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For Immediate Release

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**DR. PETER S. FADER TO RECEIVE DMEF'S 2007 ROBERT B. CLARKE
OUTSTANDING EDUCATOR AWARD**
Wharton School Professor to Be Honored at October 14 Research Summit

New York City, July 10, 2007 — Wharton School Marketing Professor Peter S. Fader, PhD, is the winner of the 2007 Robert B. Clarke Outstanding Educator Award, the Direct Marketing Educational Foundation's (DMEF) preeminent award to honor an academic's overall achievement in direct/interactive marketing. The announcement was made today by DMEF Chairman and DMRA Chief Marketing Officer Allen W. Dyon.

Presented annually, the award is named for the late Robert B. Clarke, CEO of Grolier, whose personal contribution endowed the DMEF's Direct/Interactive Marketing Research Summit (formerly called the Educators' Conference). Nominated by their peers, the winner is chosen on the basis of outstanding achievement in teaching, writing, research, and speaking. Final selection is approved by the DMEF Board of Trustees.

Fader will receive the award at a special presentation during the DMEF Direct/Interactive Marketing Research Summit on Sunday, October 14 during the Direct Marketing Association's (DMA) DMA07 Annual Conference & Exhibition in Chicago, IL. The award includes a bronze plaque and a \$1,000 check. Fader will also be recognized at the DMEF's Annual Awards Dinner to be held Saturday, October 13 at The Grand Hyatt Chicago.

Honored for Research and Passion for Education

In making the announcement, Dyon said, "Peter Fader has demonstrated a unique blend of outstanding success in the field of direct/interactive marketing education, demonstrating his intellectual abilities and curiosities through his academic research, combined with his passion to enrich the educational opportunities to ensure a rich and effective education for his students."

“It is my honor, on behalf of the DMEF Board of Trustees, to announce that we are honoring Pete’s achievements in our field and to publicly acknowledge his work with the DMEF,” Dyon continued. “Pete is a member of the Editorial Review Board of the DMEF’s *Journal of Interactive Marketing*, has lectured at the John D. Yeck Center for Advanced Studies in Direct & Interactive Marketing, and was the chairman of the Research Conference, a collaborative program between DMEF and Direct Marketing Association, held in Williamsburg (VA) in January 2005 to build a partnership between top academic researchers in marketing, and leading corporate members and key marketing practitioners. His work, contribution, and commitment as an educator embody the ideals of the Robert B. Clarke Award.”

‘A True Believer in the Power of Direct/Interactive Marketing’

“It is a surprise and an honor to be named the winner of this most prestigious award,” said Fader. “I’ve had the pleasure of working with many DMEF educators, DMA executives, and corporate members in the past, and I look forward to the opportunity to build on these relationships well into the future. I’m a true believer in the power of direct/interactive marketing education and am pleased to have been selected to join the esteemed group of educators who have received this honor in the past. I look forward to working with the DMEF and colleagues to continue to define and fulfill the potential this field offers both the academic and business communities.”

Fader is the Frances and Pei-Yuan Chia Professor of Marketing at The Wharton School of the University of Pennsylvania. He joined the Wharton School faculty in 1987 after receiving his PhD at Massachusetts Institute of Technology. His research focuses on using data generated by new forms of information technology to understand consumer preferences and to assist companies in fine-tuning their marketing tactics and strategies.

Fader’s recent projects include predictive and explanatory models for electronic commerce (e.g., forecasting models for Web site usage purchasing behavior), consumer packaged goods industries (e.g., models of new product trial and repeat purchasing patterns), and the music industry (e.g., understanding the role of radio airplay in generating album sales).

In addition to DMEF’s *Journal of Interactive Marketing*, Fader sits on the editorial boards of several professional journals, including *Marketing Science*, *Journal of Marketing Research*, and the *Journal of Marketing*. He is a member of the American Marketing Association’s Research Council.

Past Robert B. Clarke Award Winners

Past recipients of the Robert B. Clarke Award have included the following:

2006	Dr. Venkatesh Shankar, Texas A&M University
2005	Dr. Lisa Spiller, Christopher Newport University
2004	Dr. Marjorie Kalter, New York University
2003	Dr. Russell Winer, New York University

2002	Dr. John Deighton, Harvard University
2001	Dr. James Peltier, University of Wisconsin - Whitewater
2000	Dr. Goutam Chakraborty, Oklahoma State University
1999	Dr. Joseph E. Phelps, The University of Alabama
1998	Dr. Denise Schoenbachler, Northern Illinois University
1997	Susan K. Jones, Ferris State University
1996	Dr. J. Steven Kelly, DePaul University
1995	Dr. Paul Wang, Northwestern University
1994	Dr. Richard Hamilton, University of Missouri - Kansas City
1993	Dr. Harold Teer, James Madison University
1992	Dr. Denny McCorkle, Southwest Missouri State University
1991	Dr. F. Robert Dwyer, University of Cincinnati
1990	Dr. Robert Blattberg, Northwestern University
1989	Dr. Don Schultz, Northwestern University

About Direct Marketing Educational Foundation (DMEF)

Headquartered in New York City, the Direct Marketing Educational Foundation (DMEF) *works to attract, educate, and place top college students by continuously improving the teaching of world-class direct/interactive marketing* and, thereby, expanding and enriching the talent pool of trained, market-ready direct marketers. Established in 1966 by members of the Direct Marketing Association (DMA) who wanted to give something back to the community, DMEF is today a separate, 501(3)(c) nonprofit corporation that is supported solely by tax-deductible contributions from individuals, companies, and regional clubs and associations. Funds raised go toward a broad range of world-class educational programs.

Since its founding, thousands of students have taken advantage of DMEF's educational programs, entering the field with the competitive edge of being "workplace-ready." Many have gone on to become today's direct marketing leaders, an indication of the Foundation's success. In addition, more than 1,800 professors have participated in DMEF programs. Thanks in significant part to the Foundation's four decades of work, today approximately 250 colleges and universities offer courses in direct/interactive marketing, 20 of which now offer specific direct marketing degrees and certificate programs. For additional information about the DMEF, its mission, and its programs, visit www.the-dmef.org.

About DMA07 Conference & Exhibition

DMA07, the largest gathering of direct marketing professionals, is DMA's annual conference and exhibition. DMA07 will feature more than 150 educational sessions, plus roundtables, case studies, white papers and research reports. DMA07's exhibit hall will feature more than 500 exhibiting companies. For more information, or to register for the six-day multichannel marketing event of the year, please visit www.dma07.org or call 1.800.293.7279 or 330.425.9330.

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