

**For Immediate Release**

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**STUDENTS CLAIM SECOND PLACE IN NATIONAL DIRECT MARKETING COMPETITION  
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For the second year in a row, a student team at the University of Northern Colorado's Monfort College of Business claimed second place at the Direct Marketing Educational Foundation's annual Leonard J. Raymond Collegiate ECHO Competition. Their direct marketing campaign for Litle & Co. - named Inc. Magazine's 2006 fastest growing private company - was one of 65 student campaigns entered in the nationwide competition this year.

Monfort's "Silver Echo" award-winning entry titled "One of a Kind," focused on generating leads and acquiring customers for payment processing for Litle & Co. Entries were judged by experienced direct and interactive marketing professionals, senior marketing team members from Litle & Co, and officers and members of the Foundation's Board of Trustees. This marks the ninth time a direct marketing team from Northern Colorado has placed in the top three in the national competition.

"Such high praise for our team's direct marketing campaign gives our students and the Monfort College of Business much deserved national recognition," said Denny McCorkle, professor of marketing and faculty advisor for the campaign. "This award reveals the depth of talent we have in our marketing students who were competing against the best nationwide."

First place in the undergraduate student competition went to Christopher Newport University, and third place was claimed by Ithaca College. Participants on the Monfort team were John Clifford (Thornton, Colo.) , Heide Susanne Diehl (Fort Collins, Colo.) and Josef Dittrich (Evergreen, Colo.).

The Direct Marketing Educational Foundation is an independent nonprofit organization headquartered in New York City, and is closely affiliated with the Direct Marketing Association. The Foundation has been conducting the competition since 1986. Winners were announced by the Direct Marketing Association on June 21.