



StrategicOne Names Mike Plunkett as COO

*Respected Management Consultant-turned-Entrepreneur
Joins Innovative Database Solutions Provider*

OVERLAND PARK, KS — September 5, 2006 Mike Plunkett, an entrepreneurial executive with a track record for building and growing companies, has been named Chief Operating Officer at StrategicOne. He will be based at the database marketing company's corporate headquarters in Kansas City.

Prior to joining the company Mr. Plunkett co-founded MachineryLink, Inc., which he helped build into the largest agricultural equipment leasing provider in North America. His six-year tenure there included several managerial posts, including CFO and Senior VP of Logistics and Operations. The company, which operates in 35 states and Canada, posted annual growth rates in excess of 100% during that period.

Mr. Plunkett, a CPA, brings a wealth of professional services and management skills to his new post. He spent nearly five years with the Business Consulting Group at Arthur Anderson, where he focused on operational, financial and systems consulting. That experience led him to a start-up manufacturing company in 1995, where he served as Director and Chief Financial Officer. Two years after its successful launch, Mr. Plunkett left to open his own managerial consulting firm, Intellishare LLC.

In taking the COO reins at StrategicOne, Mr. Plunkett joins a fast-track company that specializes in database analytics for nonprofit fundraisers. The firm uses sophisticated analytics, modeling and a host of other proprietary technologies to help large, donor-supported organizations optimize their relationships with individual contributors across multiple communications channels.

"StrategicOne attracted me because of the firm's values and commitment to providing exceptional professional service," said Mr. Plunkett. "The team here understands what it takes to be a great company, and they're living those values every day. Clients appreciate that dedication."

"Mike's experience in professional services makes him a tremendous asset for us," said Mike Rogers, StrategicOne President. "He's been a client as well as a consultant."

That dual perspective will help us in every aspect of our operation, from design and engineering all the way to marketing and customer service.”

Mr. Plunkett graduated from the University of Missouri – Kansas City with an Accounting Degree. The lifelong Kansas City resident maintains an active volunteer role in community affairs, including the Missouri Boys state program, a leadership initiative for high school students. This year marks his 22nd year of service.

About StrategicOne

StrategicOne, LLC., with offices in Kansas City and Washington, D.C., is a leading provider and implementer of direct marketing analytics and marketing automation services. StrategicOne believes the facts of any organization are buried in the data and, by developing a thorough understanding of the data, the company can move clients from the realm of opinions to the power of knowledge. StrategicOne enables non-profit and commercial clients to make better marketing decisions by learning from past donor behaviors, understanding the present and anticipating the future. Organizations that StrategicOne has had the privilege of consulting with are: Sprint, Yellow Freight, Caterpillar, The Salvation Army, American Red Cross, Prison Fellowship Ministries, World Wildlife Federation, and Concerned Women for America. For more information, visit www.strategic-one.com.