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**Direct Agents Named Top 50 Fastest Growing Indian American Owned Businesses.**

*Direct Agents, an interactive advertising agency, has been named one of the 50 Fastest- Growing Asian-American Businesses by the US Pan Asian-American Chamber of Commerce EF.*

**/24-7PressRelease/** - NEW YORK, NY, May 17, 2008 - Direct Agents will be honored at the USPACC White House Gala later on May 28th in Washington, DC. The USPACC EF is the largest Asian-American nonprofit association in the United States. Founded in 1984, it aims to promote and stimulate economic growth among Asian-American Business owners. To qualify for the ranking, companies must be owned by one or more Asian Americans (at least 51% ownership), among other eligibility criteria. Based on percentage revenue growth over three years, selection was determined through direct applications and nominations. All finalists and winners were independently verified by the accounting and consulting firm of BDO Seidman, LLP.

Direct Agents' founders, brothers Josh and Dinesh Boaz, both foreign born Asian-Americans, have remained close to their Asian heritage while pursuing their American Dream. They started Direct Agents in 2003 and have grown the company to realize 50% annual growth since its inception. "We are honored to have been named one of the 50 fastest growing Asian-American Businesses by the USPACC," says Director, Dinesh Boaz. "We were inspired to grow our business by all the hard work our parents did when we first came to this country. We look forward to continuing our success in Interactive Advertising."

With the launch of their UK marketing division, Affiliate Response, plans are in place to launch a London office by December 2008. In addition, Direct Agents aims to launch several other business units throughout the year and continue its tremendous growth in 2008.

About Direct Agents, Inc: Direct Agents, Inc. is a leading full service interactive advertising agency specializing in performance marketing, media buying, lead generation and search marketing services. Direct Agents achieves success for its clients through strategic media planning, execution, and evaluation of customized campaigns. To learn more about Direct Agents, please visit [www.directagents.com](http://www.directagents.com).

About USPAACC-EF: The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC-EF) was formed in 1984 as a national, non-profit organization representing all Asian Americans and Asian American-related groups in business. USPAACC-EF promotes, nurtures and propels economic growth by opening doors to contract, educational and professional opportunities for Asian Americans and their business partners in corporate America, the federal government, and the small and minority business community in the U.S. & Asia.

About Direct Agents, Inc.

Direct Agents, Inc. is a leading full service interactive advertising agency specializing in lead generation, performance marketing and new customer acquisition. Direct Agents achieves success for its clients through strategic media planning, execution, and evaluation of customized campaigns. Direct Agents was named one of the top 100 fastest-growing companies by Entrepreneur Magazine in 2006. For more information about Direct Agents, please visit [www.directagents.com](http://www.directagents.com) or contact us at 212-925-6558.