



PRESS RELEASE

23 January 2008

MARKET LOCATION UNVEILS BESPOKE DATA OFFERING

Market Location today announces a new era in b2b data with the launch of its Bespoke Data offering. For the first time Market Location is giving clients access to tailored data collected specifically to meet their needs.

This means real-time, customised data that is collected for the individual client and remains totally unique to them. With Market Location's Bespoke Data, clients can have their questions answered and obtain data to enhance their database in a way that suits them.

Market Location works with clients to identify the prospects and information which are most critical to their individual business. These questions are then researched by Market Location's in-house call centre to gather specific data and generate qualified sales information; from renewal dates for fuel cards to companies looking for new premises in the next six months.

- All data is sourced via Market Location's in-house UK based call centre
- With the data and call centre on one site, Market Location is able to perform all data cleaning and analysis, add relevant records and complete the calling processes in one place
- As The Market Location Database is updated through telephone research our researchers benefit from already having the relevant data available to them, unlike traditional teleresearch companies.
- The cost of calling is shared with the client as Market Location use the opportunity to update their elements whilst the company is on the phone, making this a very cost effective means to gathering detailed data

- The unique approach produces a significantly higher response rate than other teleresearch

Kirsty McKinney, Brand Manager at Market Location comments: "The days of generic data sitting in dusty old boxes waiting for the next marketing campaign are a thing of the past. Bespoke Data opens a whole new world of data accuracy and sophistication to b2b marketers. Whether they want to know if the marketing director prefers diamonds to sapphires or what day the MD plays golf, our in-house UK call centre can get the specifics that are crucial to that particular business."

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About Market Location

Market Location Ltd is a UK b2b data universe owner providing customers with higher-quality and more flexible data. Market Location was founded in 1972 and over the years has developed its product offering to also include database cleaning, enhancement and analytical solutions adaptable to companies of all shapes and sizes.

Its vast experience with data consultancy has seen Market Location work with major players in every industry, including the telecoms, IT, mail order, publishing, utilities, transport, government, charities, wholesale and marketing sectors, delivering outstanding results and service whatever the client's needs.

Market Location's key clients include National Car Rental, SunGard Availability Services, GB Group, BT, Ogilvy One Worldwide, The Number 118 118 and many others.