



MARKET LOCATION

Press Release

Date: 19th May 2006

MARKET LOCATION GAINS DMA BUSINESS LIST ACCREDITATION

Market Location today announces that its b2b data universe has been accredited with the DMA's Business List Audit (BLA) certification.

The BLA accreditation is the most comprehensive data certification in the industry and validates the high quality of Market Location's b2b data universe. The scheme was established by the DMA to set the benchmark for b2b data quality and to assure list buyers and users of the high standards of the data they are employing.

Market Location's b2b data universe was assessed through random checks on the accuracy of its database and by evaluating the techniques used for collection and updating. The DMA compliance team also visited Market Location to review the processes at work. The BLA accreditation will be reviewed annually, with the b2b data universe again undergoing rigorous checks and satisfaction surveys of Market Location's customers to ensure continued high quality.

Commenting on Market Location's accreditation, managing director Steve Cook said; "Market Location has always been committed to providing the highest quality data and the accreditation is an assurance to our customers of this commitment. We have developed a sophisticated updating process which uses adverse indicators to inform our calling sequence and our continued innovation of our methods ensures the most stringent methods are in use.

"I believe that all business list owners should ensure their lists are to the Business List Audit standard. Only then can the industry move forwards with a united commitment to better understanding the UK's business consumers."

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