



MARKET LOCATION

PRESS RELEASE

15th February 2006

MARKET LOCATION JOINS B2B DATA OWNERS PREMIER LEAGUE

Market Location today announces the launch of a new & unique UK b2b data universe shaking up the b2b data landscape significantly. Market Location enters the marketplace at the top, positioned next to D&B, Thomson and Yellow Pages. This increased competition presents b2b marketers with a higher-quality and more flexible data offering.

Key characteristics of Market Location's database are:

- Full UK coverage with 2.3m records and 4m contact names
- 500,000 updates per month driven through intelligent analysis of business success and failure
- Unique techniques used to monitor telephone and field researchers to ensure high levels of accuracy

Market Location's database provides coverage of the whole of the UK and gives b2b marketers access to 2.3 million site-based records, which are all SIC & 'Market Sector' coded. Market Location has a unique approach to maintaining their database, which means the whole file is completely updated every 17 months, raising the industry standard considerably.

Market Location determines the updating sequence by an analysis of adverse indicators, such as County Court Judgements, changes in payment trends, receiverships and liquidations. These events are the key predictors of both change and business failure. Market Location scores each town and business sector to reflect the likely chance of failure and uses this score to prioritise call lists for the telephone and field researchers.

Steve Cook, managing director of Market Location, comments: "I have been in the industry for 25 years, during which I have never come across such a simple but intelligent approach to maintaining a universe dataset. Most databases are updated in rotation while our process reflects the real changes in the UK economy and allows us to present this to the market in a much more efficient and timely fashion. We now have the b2b equivalent of The Electoral Roll, which will in time become embedded in a wide variety of business applications.

"We have found that over a five year period, approximately 600,000 businesses see no primary changes and therefore need to be contacted at less regular intervals than businesses in a higher risk sector. To increase the accuracy of our data further, we also incentivise our tele-researchers for spotting out-of-date data that have been placed into their call lists. This smarter way of working ensures data accuracy."

Cook adds: "It has been interesting to see Experian introduce the concept of credit risk scoring to the marketing industry in recent months, our database has in fact been built on this premise for the last 10 years and offers a similar opportunity."

Patrick Bradshaw, part owner of Market Location who joined the company recently from Thomson Directories, comments: "It is no wonder that we have delivered a larger and more accurate business universe as other providers are mainly dependent on the Operator Services Information System (OSIS) as a trigger for updating. We find more new businesses and contact them on a more regular basis".

The launch of the database follows Market Location's change in ownership which resulted in Paul Spinks from Data Resource Corporation taking a 40% share, along with Bradshaw and Cook who own 30% each.

The intellectual property rights to the database are owned by Market Location Ltd.

- ENDS -