



PRESS RELEASE

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*MARKET LOCATION COMMITS TO PRODUCT INNOVATION WITH NEW STRATEGIC
FOCUS*

Market Location announces a new product innovation focus under the leadership of new Managing Director Paul Spinks. As part of this new strategic direction, Steve Cook stepped down as MD of the company last week.

Spinks will take a determined and brave approach to driving product innovation to expand Market Location's product and service portfolio and further strengthen its position in the marketplace as a key b2b data owner. High-quality and more flexible data will remain at the core of the organisation and drive Market Location's strategy for future development.

Steve Cook was responsible for building a solid business infrastructure following Market Location's buy-out from Wegener DM in October 2005 and positioning the company alongside established UK data owners. Cook successfully guided the company through this essential first stage within two years. He handed over day-to-day control of a stable and financially-sound organisation that is already 20% ahead of budget forecasts after Q1 2007.

Cook will remain actively involved in the development of the company and as a shareholder. Further details of his new role will be announced in due course.

Paul Spinks, Managing Director of Market Location, comments: "Market Location is now an established UK b2b data owner thanks to Steve's tremendous work. We are all very excited to be entering the next stage of business growth and are already in the

process of developing new high-quality data products that will give b2b marketers greater flexibility and choice now and in the future.”

Steve Cook, former Managing Director, added: “I am very proud to have successfully led Market Location to its current position. Paul is a very successful entrepreneur who will take the company to the next level. I look forward to continuing working with Paul and the rest of the team to ensure Market Location’s future success.”

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 Bank of Scotland, BT, Dell, Coca Cola, EDF Energy, GB Group, Microsoft, Rapid Racking, Staples UK, United Advertising Publications and many others.