



Press release

Date: 14th August 2006

MARKET LOCATION BOLSTERS INDUSTRY LEADING POSITION

Market Location today announces the latest key appointment in what has been a year of exciting growth for the company. Nigel Bennett has been appointed as Sales Director and will head up Market Location's field and telephone sales operations. Bennett will also be a shareholder in the company.



Bennett joins Market Location following five years with industry competitor Experian where he was Business Development Director for B2B Marketing. Prior to this he was Head of B2B UK Strategy at Dun & Bradstreet where he worked for more than 15 years.

Since Market Location's launch as an independent company it has attracted some of the best talent in the industry. So far in 2006, the company has made three key appointments, with Simon Bennett, Nick Washbourne and James Shiel joining the Market Location team.

Simon Bennett, also previously of Experian B2B Division, came to Market Location in April as Agency Account Manager for the agency and broker team. Both Nick Washbourne and James Shiel, from Data Locator and LBM respectively, joined the company as Account Director's for the Data Solutions team.

Steve Cook, managing director and co-owner of Market Location commented: "This year has been an incredibly exciting and busy time for Market Location. We've expanded our offering and also been joined by some of the finest professionals in the business.

Nigel is a widely respected industry figure and his B2B expertise will be a fantastic asset to the company. His appointment will be integral to driving Market Location's continued success and expansion."

Nigel Bennett adds: "Market Location shook the B2B industry with its entry to the marketplace. It's ownership of a B2B database has placed the company in a unique position in terms of insight and flexibility. Clients already recognise the personally tailored service that Market Location provides and I am pleased to be a part of a company that is leading the way in B2B data."

Market Location's expanding client portfolio includes BT, Dell, EDF Energy, Staples and Golley Slater. The company launched its risk assessment tool, Risk Locator, in May this year and the Market Location data universe has already been honoured with a Best New B2B Product award.

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