



MARKET LOCATION

Press Release

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MARKET LOCATION ADDS FINANCIAL-GRADINGS TO DATABASE

Market Location today launches Risk Locator, its risk assessment tool to help marketers increase the effectiveness of their b2b marketing communications by targeting only those companies that are financially secure.

Through Risk Locator, marketers have access to records for 1.4 million UK businesses that have been ranked at different levels, from Redwood (low-risk) to Bamboo (high-risk potential). This helps them to understand companies' solvency, whether or not they are likely to be able to pay their bills, and so decrease marketing wastage and increase return on investment.

Market Location has modelled 10 years of financial data to identify patterns and trends in company performance in areas including business type, activity, size and geographic location. The rankings also take into account adverse indicators, such as CCJs and changes in payment trends, which Market Location also uses to determine the updating sequence for its database.

Steve Cook, managing director of Market Location, says: "Businesses' success depends on the financial stability of its clients, suppliers and partners. Risk Locator is available to all marketers carrying out b2b marketing campaigns to identify those companies that should either be avoided or might need different credit and payment terms. After all, why would they market to companies that won't be able to pay their bill?"

"Following the launch of our b2b data universe two months ago, it is only natural to introduce our grading capability to the market. In fact, our database has been built on

analysing risk for the last 10 years. We have turned that information into an easy-to-use service so that marketers can take advantage of flexible, higher-quality data as well as information on financial stability.”

Market Location’s Risk Locator has the following rankings:

- o Redwood Minimal risk potential (top corporates)
- o Birch Low risk potential
- o Lime Average risk potential
- o Bamboo Higher risk potential

The rationale behind this is that the system is based on the longevity of companies, their sturdiness and ability to grow and mature. This is similar to trees, with Redwood as sturdy with a proven longevity, whereas Bamboo is flimsy and can easily be broken.

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