



PRESS RELEASE

22nd March 2007

MARKET LOCATION UNVEILS B2B EMAIL ADDRESS FILE

Market Location today officially announces the launch of the UK's largest database of b2b email addresses. This launch firmly positions Market Location as the most comprehensive and highly accurate offline and online b2b data provider.

The Market Location email address file contains over 653,000 individual and generic email addresses, allowing b2b marketers to carry out highly targeted email communications. The Market Location email file can also be linked to the offline b2b data universe to give clients a one-stop-solution for their integrated data needs.

The Market Location email address file is made up by a number of email data sources, including Market Location's own unique telephone researched email database. Market Location regularly verifies all addresses to ensure data accuracy and high delivery rates for its clients' campaigns.

B2b marketers can select email addresses by numerous variables including Geography, Business type (by SIC and Market Sector), Number of employees, and Job function (over 150,000 addresses at senior level).

Nigel Bennett, sales director at Market Location, comments: "Email marketing plays a leading role in b2b communications and is likely to grow even further in importance. Once we had fully established our offline b2b data offering, we looked into developing an email file to allow our clients access to a full, accurate and flexible data solution which could underpin their integrated marketing efforts.

Market Location email address data pricing is as follows:

- Rental: One-time usage
£150 per thousand for email addresses only. £300 per thousand with postal and telephone details (name*, company name, address, telephone number and email)
- Lease: Usage of data for 12-months
£250 per thousand for email addresses only. £480 per thousand with postal and telephone details (name*, company name, address, telephone number and email)

* where available

Additional selection and output criteria are charged at £30 per thousand.

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, npower, Rapid Racking, Staples UK, United Advertising Publications and many others.