



PRESS RELEASE

Date: 21 April 2008

MARKET LOCATION APPOINTED BY UPMYSTREET.COM

Market Location has been appointed by UpMyStreet.com to provide local business data for its *Find My Nearest* application.

UpMyStreet.com, part of Uswitch.com, has been helping people choose new places to live, find local services and save money on their homes since 1998. *Find My Nearest* is a local search engine which locates users' closest businesses, such as plumbers and florists, and allows them to rate companies on their service.

The business data for *Find My Nearest* had previously been supplied by Thomson Local. This new appointment will see the entire Market Location Directory Database (MLDQ) of 1.8 million data sets being completely integrated into the UpMyStreet.com local search service.

Market Location's data includes full contact information for each company listed including, telephone numbers, email address and number of employees and is updated through a monthly data feed from Market Location.

Patrick Bradshaw, Director at Market Location comments: "UpMyStreet and Market Location share a passion for providing accurate and helpful directory information. The huge use of the UpMyStreet site will provide yet more feedback to Market Location, helping us to maintain the exceptional quality of data we have achieved. We are now the market-leading database in the wholesale arena, and are thrilled to be working with UpMyStreet in what we see as a mutually beneficial relationship."

Nick White at UpMyStreet.com comments: "We chose Market Location because they held the most accurate data for our purposes and shared the same enthusiasm for delivering accurate directory information. We look forward to providing our users with a more comprehensive directory than ever before."

Kirsty McKinney, Brand Manager at Market Location comments: "We are delighted to be working with such an established service as UpMyStreet.com to provide accurate local business data and helping more people find the services that they want."

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Notes to the Editor:

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About UpMyStreet.com

UpMyStreet.com Ltd is the UK's leading home and local website, helping over 1 million consumers make key decisions about their home and local area every month - whether they're moving house or just want to get more out of where they live now. Users simply enter their postcode or town to receive information and services relevant to them. Website features include property prices, the FindMyNearest...™ local business directory, money saving calculators for home and financial services, school performance tables, crime rates, maps and transport links and much much more. UpMyStreet.com also provides its local information services to other leading websites such as AOL, Foxtons and Halifax. UpMyStreet.com is a wholly owned subsidiary of uSwitch.com.

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 National Car Rental, GB Group, BT, Ogilvy One Worldwide, The Number 118 118 and many others.