



PRESS RELEASE

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*OPAL TELECOM APPOINTS MARKET LOCATION*

Market Location has been appointed by Opal, the B2B division of The Carphone Warehouse Group, to be its sole data services provider. The contract was won following a competitive three-way pitch. Market Location's contract will cover all of Opal Group's channels to market in the small business, direct and indirect markets.

As Opal's sole data partner, Market Location will enhance the customer databases as well as supplying ongoing feeds of new prospect data. Data management work will include analytics, deduping, file cleaning and matching Opal's client data to MLDB as well as identifying and supplying new prospect data.

By being the sole data provider, Market Location will be able to provide a single solution that meets the needs of all the business units whilst reducing the group's data procurement costs. The main objective of the work is to increase sales conversion through improved targeting and the application of market segmentation principles.

Kirsty McKinney, Brand Manager, Market Location comments: "This is a fantastic new contract for Market Location. We have worked very closely with Opal over the last 3 months to fully understand their requirements and develop an original solution that fulfils their objectives. In the next 12 months we will further advance and simplify these processes inline with Opal's strategic plans and long term goals"

Nick Hill, Insight and Intelligence Manager at Opal Telecom comments "We wanted a partner that was able to support our extensive data needs and Market Location had a

clear desire for the business together with a strong understanding of our requirements. We believe that they are able to support the diverse multi-channel strategy within Opal by adding value, intelligence and insight.”

- ENDS -

**Notes to the Editor:**

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**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, SunGard Availability Services, GB Group, BT, Ogilvy One Worldwide, The Number 118 118 and many others.

**About Opal Telecom**

Opal provides business-focused communication solutions to UK organisations, and is a wholly owned subsidiary of The Carphone Warehouse Group plc, the UK's 3<sup>rd</sup> largest network operator and a member of the FTSE 100.

Founded in 1995, Opal has a proven track record of innovation, which was recognised when Opal received the Queen's Award for Enterprise in the Innovation category. Opal also takes great pride in its quality of service, which is supported by account management, a fully trained UK-based customer services team and faults department.

The Group's recent £200m investment in its Next Generation Network (NGN), demonstrates its commitment in providing converged solutions that will support UK companies through the 21st Century. Opal has recently welcomed their one millionth customer onto its network.