



Press release

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*MARKET LOCATION DATA REACHES CONSUMER AUDIENCE THROUGH
IN-CAR NAVIGATION SYSTEM*

Market Location has been appointed by BMW UK to provide local business information for its in-car telematics service; ConnectedDrive.

The appointment sees BMW UK licensing the Market Location Directory Database (MLDQ) and integrating specific categories into the BMW in-car system. The data is refreshed through a monthly data feed from Market Location to ensure contacts, business details and locations are continually kept up to date.

The ongoing partnership allows BMW drivers to request information from a BMW service centre using the *Information Plus* service. The service centre send the driver the address and telephone number for the nearest local businesses, such as petrol stations and hotels. Addresses received in the car can be used to plan a route via the in-car navigation system and contact numbers can be transferred to the bluetooth telephone system.

Patrick Bradshaw, Director at Market Location comments: "BMW UK and Market Location both recognise the need for precise business information in a consumer world. With more and more emphasis on convenience and demand, the power of immediate local knowledge cannot be underestimated. We are delighted that BMW UK has recognised us as a company that can provide the high level of accuracy needed for their customers."

Ian Munday at BMW UK comments: "Our partnership with Market Location allows the opportunity for our customers to enjoy the freedom of local business information

wherever they may be in the UK. We pride ourselves on delivering intelligent systems to connect the driver, the car and their surroundings. Market Location is the ideal partner to help develop this further.”

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Notes to the Editor:

For more information, please contact:

Claire Burgess / Elizabeth Mercer

Eulogy!

T: 020 7927 9999

E: claire@eulogy.co.uk / elizabeth@eulogy.co.uk

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.