



PRESS RELEASE

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MARKET LOCATION RETAINS BT BUSINESS ACCOUNT

BT has re-appointed Market Location to provide a complete database solution for the BT Business Division following a statutory review. The re-appointment sees Market Location's six-figure contract extended for another two years, strengthening its existing five-year relationship.

Market Location's remit consists of two phases: firstly cleansing and enhancement of the BT Local Business database using bespoke matching grades designed specifically for BT, and secondly the identification of potential new prospects from a variety of data sources. Both phases are carried out on a quarterly basis to ensure data quality and depth is maintained.

Commenting on the appointment Jim Downes, responsible for data strategy & acquisition at BT, says: "During the past five years, Market Location has consistently given BT an exceptional service and has been able to adapt to our changing needs. Market Location is a key data partner for BT and we look forward to our continued partnership."

Steve Cook, Managing Director of Market Location, adds: "BT placed its trust in us by selecting the Market Location b2b data universe when it was launched earlier this year. Our re-appointment shows that the quality of our data universe, our innovative approach to data and flexibility has really made a difference. We are extremely pleased with the outcome of the review and to be able to continue delivering great results for BT."

About Market Location

Market Location Ltd is a UK b2b data universe owner providing customers with access to a range of services from data supply, cleansing, enhancement and analysis to database management and strategy. Market Location was founded in 1972 and is committed to using quality data to help clients build lasting business relationships whatever the shape or size.

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.