



MARKET LOCATION

PRESS RELEASE

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Wegener Sells B2B Arm - Market Location Returns

Wegener DM has announced the sale of its Business Data division for an unnamed six figure sum. Following the management buyout, Wegener DM Business Data Solutions Ltd will revert to its original name, Market Location.

"Wegener DM Business Data Solutions was the only b2b division within Wegener – a very different proposition to b2c data," says Market Location Managing Director Steve Cook. "Wegener has given us a solid foundation from which to continue our business going forward and we are now looking forward to increasing investment in our data, systems and people even further."

Market Location has always owned and managed unique b2b data within its PrimeFile *plus* database, however they are predicting exciting times ahead with a new b2b data offering that will dramatically change and challenge the old established methods of b2b data management and collection.

The move enables Wegener DM to concentrate on its core focus as a Pan-European expert in consumer data, able to provide its clients with everything from the collection and analysis of data to database design and management.

Commenting on the sale, Otto Oosterwijk, Chief Executive, Wegener DM says: "Our aim is to make sure that whatever our clients' data requirements we are able to provide a range of effective data solutions to meet every potential need – from the provision of acquisition data and the application of sophisticated analysis techniques to the construction and management of pan-European consumer databases. Whatever a client wants in terms of consumer data, we are now one of the best placed companies in Europe to deliver."

Cook comments, "Market Location's team of 27 are among the most experienced in the b2b data industry and being part of a smaller unit again allows us to refocus on the original Market Location values of quality business data, flexibility and truly bespoke solutions that are unique in today's marketplace. Our growing b2b data analytics function will allow our clients to turn their data into real intelligence and by unlocking the value within their b2b databases, we can help them to plan and deliver their strategy with real conviction and confidence."

The pioneer of teleresearched data for DM purposes, Market Location was originally established in 1972 and soon became well-known for its b2b

Formerly Wegener DM – Business Data Solutions Ltd



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direct marketing data. It became part of the Dudley Jenkins Group in 1993 and was acquired by Wegener Group in 1999 and rebranded to Wegener DM Business Data Solutions in January 2003.

Oosterwijk continues, "We wish Steve Cook and his team well for the future. Just as Wegener is now able to focus on its chosen core activity, the re-branded Market Location can do the same in its own area of expertise. Indeed, we expect to continue to work closely together, not least on products such as the award winning REALsoho database, an innovative combination of business and consumer data, which enables clients to accurately target small businesses with home-based offices."

Market Location's key clients include BT, Dell, EDF Energy, GB Group, Microsoft, Rapid Racking, Staples UK, United Advertising Publications and many others.

About Market Location

Market Location Ltd is a UK b2b data universe owner that 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.