



Press Release
April 2005
WDM 000150

WEGENER AND ROYAL MAIL TEAM UP TO OFFER ACCESS TO 150,000 NEW & RELOCATED BUSINESSES

Wegener DM, one of the UK's leading providers of business data solutions, has teamed up with Royal Mail to offer access to the largest and most comprehensive file of new and re-located businesses ever available. This service will deliver access to data on up to 150,000 new and re-located businesses every year.

Steve Cook, commercial director of Wegener DM's B2B data division, says: "This will be the largest file of its kind in the marketplace and combines a number of data sources from Wegener, including Royal Mail's own New Prospects database from the Royal Mail Business Changes File®. For firms looking to target new businesses it will be an absolute must have. For the first time they will have all the information they could possibly need access to from one place."

Helen Poole, senior product manager, Royal Mail, says: "New businesses will typically spend more in their first six months of operation than in the next six years. Being able to catch those high spenders ahead of your competition is a golden opportunity. The link up with Wegener has enabled us to offer customers a one-stop-shop for access to movers and start ups at this vital time."

The service incorporates access to the new start-ups section of Wegener DM's PrimeFile *plus* database, which has been broken down into four key categories: New Businesses, Re-locations, Change of Ownership and New Branches. To this has been added Royal Mail's own data from the Business Changes File, including re-directions and new records.

Wegener DM Business Data is part of the Dutch owned Wegener DM group, and is one of Europe's leading providers and lifestyle data and data solutions to a wide range of blue chip clients. Overall in the UK the company has a turnover of £30 million and employs over 450 people, including 30 at its office in Leamington Spa.

Editors Notes: The service described in this release is a trial service only from May to July 2005.