



## **USADATA Makes Finding B2B Mailing Lists and Sales Leads Easier**

New York, NY, March 4, 2009 – In its continuing efforts to help businesses find targeted new leads easily, USADATA today unveiled enhanced search result functionality for Business (B2B) mailing lists and sales leads via its Small Business Platform. Businesses searching for industries will more easily find the corresponding SIC Codes (business types) they seek due to the clarity in which the search results are displayed.

Businesses are classified by SIC Codes, a number used to specify what industry a particular company falls within. USADATA offers a keyword search tool for companies to look up the SIC Codes of the business types they wish to target. For companies unfamiliar with SIC Codes, USADATA has helped eliminate potential confusion by presenting the matching SIC Codes from a search query labeled and sorted by business type.

“For small businesses new to Direct Marketing, finding the right SIC Code can be tricky. When searching by keyword, that keyword may fall within multiple categories like Manufacturing, Wholesale, and Retail,” said Jon Rapkin, SVP of USADATA’s Data and Leads Group. Through the Small Business Platform at [www.usadata.com](http://www.usadata.com), the search results not only highlight the matching keyword, but the results are clearly labeled within their corresponding major category, making the selection process simple, and more importantly correct,” added Rapkin.

USADATA’s Small Business Platform is a web-based application that allows businesses to generate free, real-time list counts and price quotes for the mailing lists and sales leads they seek, and then securely order and receive those leads in minutes. B2B businesses can search by SIC Code and business demographics including but not limited to employee size, sales volume, and executive title.

### **About USADATA**

USADATA is the leading provider of *Sales Leads. On Demand.™* and CRM Software On Demand and has securely delivered over 1 billion targeted, privacy-assured sales leads that have helped over 100,000 businesses nationwide grow their business. USADATA has been named to the *Inc 500 Fastest Growing Private Companies*, *Deloitte & Touche New York Technology Fast 50*, *Computerworld’s Top 100 Emerging Companies*.

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