

Gyms and Fitness Centers Strengthen Direct Mail ROI with USADATA

New York, NY, April 22, 2009 – Gyms and fitness centers around the country are strengthening their direct mail return on investment with help from USADATA. USADATA's targeted mailing lists and sales leads enable gyms and fitness centers to reach the best available prospects and avoid wasted mail, resulting in faster and more profitable new member acquisition.

Gyms and fitness centers are finding success with USADATA for three reasons. First, USADATA is able to target new prospects using a potent combination of demographic filters including age, gender, and household income, as well as lifestyle interests like health and fitness. Second, USADATA is able to suppress a center's existing member list from the new leads delivered so that centers save money by avoiding wasted mail (to current members) while preserving brand identity. Lastly, USADATA provides free expert help through a team of Data Specialists who have helped hundreds of fitness centers find new members profitably.

"For the past two years USADATA has helped us to increase memberships at our fitness facilities via direct mail. They provide accurate leads and their client service is dependable, efficient and friendly," said Philip Elizondo of Cardinal Fitness in Oswego, IL.

"We are committed to helping clients grow their business by delivering the right leads while providing outstanding client service," said Jon Rapkin, SVP of USADATA's Small Business Group. "Fitness centers turn to us because we expedite their member acquisition efforts and improve their ROI," he added.

Fitness centers can order mailing lists online in minutes at www.usadata.com using dozens of available selection options, or they can get free expert help by toll free call at 1-800-395-7707 or live chat.

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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*.

Why Choose USADATA?

Simply put – experience, client service, and easy-to-use technology. Our targeted mailing lists make it easy for you to find the right sales leads.

- A+ BBB Member Accreditation
- Multi-sourced lists with guaranteed deliverability
- Over 100,000 clients across all industries
- Easy and secure online ordering
- Live expert help whenever you need it

Nobody Makes It Easier.

USADATA has an experienced, dedicated team providing unparalleled support before during and after the sale. Our friendly and knowledgeable Data Specialists are available by phone, email or through our Live Chat feature (Monday-Friday 8:30am to 6pm EST) to support clients and prospects in building a targeted solution for their business.

