



USADATA Unveils Sales Leads On Demand Platform for DICE Members

Las Vegas, NV, April 26, 2009– Today at the DICE 2009 Annual Meeting, USADATA, the leading provider of Sales Leads On Demand.™ for customer acquisition and customer relationship management, unveiled its Sales Leads On Demand Platform (at <http://dice.usadata.com>) for DICE members. DICE, the Digital Imaging Customer Exchange is the independent users group, open to companies owning a Hewlett Packard Indigo, Kodak NexPress, Xerox Digital Press or those utilizing Presstek imaging or plate technology. Through this platform, DICE members have an easy-to-use web-based application for ordering the highest quality, privacy-compliant mailing lists and sales leads on behalf of their customers.

The DICE Sales Leads On Demand Platform affords its members an easy way of expanding or opening a new revenue stream. Through a simple 5-step process, members have access to five types of sales leads online – Consumer, Business, Occupant, New Homeowner, and New Mover. Each database is processed monthly through NCOALink™ to comply with USPS Move Update standards, as well as filtered through privacy controls including FTC and State Attorney General Do Not Call lists and the Direct Marketing Association's Do Not Mail file, to ensure the privacy of the consumer and help clients avoid wasted mail.

“We are proud to be returning to the DICE Annual Meeting and showing our continued commitment to the digital print industry by sponsoring this valuable event,” says Dominic Le Claire, VP of Client Partnerships for USADATA. “As digital print companies continue to promote innovative, cost-saving print solutions to their clients, we are pleased to be the trusted source for data and data-driven solutions for the DICE Community.”

DICE members also have the option of integrating USADATA's list ordering solution directly into their existing e-commerce sites; present their customers a self-service solution for acquiring targeted, new leads. Members can sign up and learn more about the Sales Leads On Demand Platform at the USADATA Booth.

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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