



USADATA's Direct Marketing Mailing Lists Helps Swimming Pool Companies Glide to New Customers

New York, NY, July 29, 2009 – Swimming pool builders and service companies are finding direct mail marketing to be a profitable channel for customer acquisition, and the company they're turning to for targeted mailing lists is USADATA, a trusted provider of mailing lists and sales leads for 100,000 businesses nationwide.

USADATA is able to pinpoint households with and without swimming pools, allowing pool builders and pool service companies to communicate directly with their target audience and avoid wasted mail to unqualified households. Swimming pool service companies can receive pool owner mailing lists, plus, USADATA is furthermore able to apply demographic filters like home market value and household income to better identify qualified prospects for new swimming pool sales, expedite new customer acquisition, and increase ROI.

Swimming pool builders and service companies are appreciative of USADATA's targeted consumer mailing lists, direct marketing ideas and excellent client support.

"I would like to take this opportunity to thank USADATA for the help in getting Swim-Mor Pools and Spas a jump start to improve our business. The consumer mailing list that I have requested has brought in new clients and grown our business. This will expand our clientele in areas we wish to hit on."

Martha Valente, Swim-Mor Pools, Mount Ephraim, NJ

"Clients view us as an extension of their marketing department and we are proud to serve a variety of swimming pool businesses," said Beth Leffel, Senior Account Director at USADATA. "Our ability to reach more qualified households is helping to grow their businesses more easily and profitably," added Leffel.

Swimming pool builders and service companies can call 1.800.395.7707 to receive a free consumer mailing list count, quote, and expert direct mail marketing guidance.

About USADATA

USADATA is a trusted provider of mailing lists and **Sales Leads. On Demand.™** for more than 100,000 businesses nationwide including Pitney Bowes (NYSE: PBI), Allstate (NYSE: ALL), and Wells Fargo (NYSE: WFC).

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