



How Marketing With USADATA's Mailing Lists Helps Assisted and Senior Living Centers Grow Their Communities

New York, NY, May 13, 2009 – An increasing number of senior and assisted living facilities across the U.S. are turning to USADATA for help growing their communities. USADATA's targeted and privacy-compliant consumer mailing lists, plus their personal client service, is helping senior and assisted living facilities market their communities more effectively.

A major component of successful direct mail marketing is the quality of the list. With USADATA, assisted care and senior living communities can reach their best marketing prospects using demographic filters like age, household income, household size, plus hundreds of other selection options. Consumer mailing lists are updated monthly and scrubbed against the National Change of Address Database and various privacy-related files (Do Not Mail, Deceased). USADATA furthermore reviews the direct mail piece of each senior living or assisted care facility to ensure it complies with the best practices set forth by the Direct Marketing Association. This combination of activity ensures that senior or assisted living facility's marketing complies with ethical guidelines while achieving the highest possible accuracy and delivery rates.

"USADATA has helped grow my business with good, solid sales leads and has made it easy to do so with outstanding client service. I am constantly impressed by USADATA's ability to meet and exceed our business needs! In these busy times it is a relief to know that I can count on the efficiency and consistency of USADATA for my marketing needs."
Ardis Honohan, Southbay Adult Home, Center Moriches, NY

"We have the privilege of helping senior and assisted living facilities grow their communities. We strive to make it easy for each community to succeed by recommending and delivering the right sales leads," said Beth Leffel, Senior Account Director at USADATA.

Senior living communities can get expert direct mail marketing help from a USADATA Data Specialist by calling toll free at 1.800.395.7707. Additionally, adult care and senior living facilities can receive free, real-time consumer mailing list counts and quotes online at www.usadata.com.

About USADATA

USADATA is a trusted provider of business and consumer 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).

For Immediate Release Contact:

Cheryl Mueller
Director of Operations
USADATA, INC
212-679-1411 x206
cmueller@usadata.com