



USADATA Adds 500 New Consumer Data Selections

New York, NY, June 17, 2008 – USADATA, Inc. announced today the addition of more than 500 new consumer data selections to its Sales Leads OnDemand platform. B2C businesses now have expanded selection options in the lifestyle, hobby, and consumer purchase behavior categories to supplement USADATA's comprehensive demographic selection options. As a result, businesses have the ability to better pinpoint the *right* prospects and find new customers faster.

Compiled from multiple sources including but not limited to consumer surveys, warranty card registration, publications, and catalogs, users now have expanded psychographic targeting options. Retailers have access to more than 60 categories of purchases and 150 lifestyle interests, while auto dealerships can now filter by dozens of auto make, year, and models owned. These expanded selections help businesses reach more qualified prospects, saving them money while finding new customers quicker and more profitably.

"Our goal is to help our clients grow their business by delivering the right leads for their specific business objective," said Jon Rapkin, SVP of USADATA's Data and Leads Group. "The addition of 500 new consumer data selects enables our expert team of Data Specialists to recommend and deliver more targeted and qualified leads to our clients. And fact that the data is multi-sourced means a higher degree of accuracy and better results for our clients," added Rapkin.

The new consumer data selections are available online at www.usadata.com where users can configure and receive real-time list counts and quotes, order and download new leads in minutes, as well as view a pdf listing of the available selections. These new selections are furthermore available to users who prefer to consult with a Data Specialist by phone prior to placing an order.

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, across all industries, 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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