



USADATA Introduces New Learning Center to Improve Client Direct Marketing ROI

New York, NY – April 28, 2008 – USADATA, Inc. today announced the launch of their free online Learning Center aimed at helping clients improve the return on investment (ROI) of their direct marketing acquisition campaigns.

USADATA's Learning Center delivers quick, real-time access to insightful direct marketing articles, white papers, tools, and resources for today's on-demand businesses that want to maximize the ROI of their direct marketing campaigns. This topical information, ranging from testing and measuring results to privacy compliance, is gathered from multiple technology, sales and marketing sources and can be accessed in seconds online and leveraged to increase the efficiencies and effectiveness of customer acquisition efforts. The combined insight, resources, and tools published within the Learning Center help businesses generate a lift in the top and bottom line of a direct marketing campaign.

"The Learning Center is a practical way for businesses to get expert guidance in a way that's easy to implement," said Alex Falcone, Director of Database Marketing at USADATA. "Our goal is to help clients grow their business. The Learning Center offers key insights into direct marketing best practices that will help clients execute their campaigns in not only a more cost effective manner, but in a way that captures knowledge to make future campaigns more successful." USADATA's Learning Center is accessible to all users as a free resource via www.usadata.com.

About USADATA

USADATA is the leading provider of Sales Leads On Demand and CRM Software On-Demand. They have 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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