



## **Hungry for New Customers, Restaurants Turn to USADATA**

**New York, NY, June 17, 2009** – Restaurants hungry for new customers are using direct mail as a channel to grow their business, and they are turning to USADATA for help acquiring the right mailing lists.

USADATA offers both broad and targeted solutions that help restaurants more effectively reach their desired audience. Restaurants that serve a wide range of consumers and businesses benefit from occupant lists, a solution that enables them to saturate every household and business within a geographic area. Conversely, restaurants that cater to a tight demographic segment of the population, have the ability to apply a series of demographic (i.e. age, household income) and/or lifestyle interest (e.g. fine dining, wines) filters to better reach their target audience. USADATA furthermore has the flexibility to remove a restaurant's existing customers from a new list of prospects, enabling restaurants to carry out customer acquisition campaigns without tarnishing their image or spending unnecessary marketing dollars on their current customers.

"Following a marketing campaign launched with leads from USADATA, our restaurant has been booked for every seating. Our Data Specialist that walked us through the ordering process was truly professional, courteous and extremely knowledgeable as to how to target the right customers for our restaurant. I look forward to enjoying continued success thanks to the leads from USADATA."

**Dean Phillipis, Piccolo Restaurant, Huntington, NY**

"As a trusted source of leads for all types of restaurants, we work to make sure each restaurant receives the right leads and the highest level of client service," said Jon Rapkin, SVP at USADATA. "We are proud to serve the restaurant and service industry and strive to help each individual establishment grow by finding new customers more easily and profitably," added Rapkin.

Restaurants can get free expert guidance from a USADATA Data Specialist by calling 1.800.395.7707 toll free. Restaurants with direct marketing experience may also configure, order, and receive targeted mailing lists online at [www.usadata.com](http://www.usadata.com) in minutes.

### **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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