



Printers and Marketing Services Providers Finding Profitable Partnership in New York-based USADATA

New York, NY – September 23, 2008 – A growing client list of nationwide printers and marketing service providers are endorsing USADATA as the sales leads-on-demand industry leader, citing the company's commitment to straight-forward web-based technology and strategic client service as differentiators in a landscape of competitive providers. Among the 100,000 businesses throughout the United States currently calling on USADATA for sales lead and mailing list services, printers and marketing services providers, in particular, are praising the New York-based corporation for its standout business-to-business services which are helping expand service offerings and opening new revenue streams.

USADATA's On Demand Platform offers easily-navigable access to six different strategic prospect databases. Users benefit from the ability to acquire a variety of new leads for both their B2B and B2C campaigns, and from extensive hygiene processes that ensure maximum deliverability and privacy compliance. For printers and marketing service providers, USADATA's Leads Module allows clients to integrate sales lead ordering to their sites in a streamlined and seamless experience for customers and end users.

Shannon Smith of Partner Printing, Riverside, California explains, "When we were searching for a data list provider for our web-to-print application, we could not have found a better partner than USADATA. They have a great online ordering tool that is now available to our customers on our website. This application has allowed us to add mailing services to our growing online catalog, and has allowed us to grow our business."

Jon Rapkin, Senior Vice President of USADATA, adds, "We continue to serve more and more print and marketing service providers because we're helping them add a new revenue stream through an easy-to-use, web-based application that helps their clients find the right leads and succeed. Technology alone is not enough -- they also need to know that our team is accessible and easy to work with. Technology combined with personal client service helps us deliver the best overall solution in the marketplace."

Toward that end, strategic client service has become a key cornerstone for the USADATA business. USADATA's Data Specialists have helped businesses across all industries find new customers through their one-on-one consultative approach. As such, their staff has earned high marks from clients.

Smith of Partner Printing adds, "We appreciate the flexibility to contact USADATA's Data Specialists to collect information, counts or purchase lists. Sometimes you just want a personal touch. They provide excellent service, and we are very happy to call them a partner."

Chris Warner of directFX Solutions, an online one-stop-shop direct marketing provider, adds, "The USADATA team is by far the best we have found to work with in this industry. They are quick to respond and consistently deliver what they promise."

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 & Touché New York Technology Fast 50 and Computerworld's Top 100 Emerging Companies. For more information, visit www.usadata.com.

About Partner Printers.com

PartnerPrinters.com is a cutting edge, full service commercial printer servicing both the commercial and trade-only printing markets since 1988. With over \$30 million dollars of state-of-the-art printing equipment and proprietary web-to-print technology, they offer the industry's widest selection of products, colors, sizes, paper stocks, finishing options and complete mailing services. Their "Worry Free" web-to-print services utilize Kodak Creo Direct to Plate technology and the most advanced commercial offset presses available today. For more information on products, services and their custom branded website program, please contact their dedicated customer service team @t 800-994-1588 or visit them at www.PartnerPrinters.com.

About directFX Solutions

DirectFX Solutions is a mailing and marketing solutions provider. They are a one stop, direct marketing shop that has all of the available tools to streamline your mailings to save you time and money. Additionally, DirectFX provides all production and mailing services - which keeps you from having to deal with multiple vendors for your direct marketing needs. For more information visit www.directfxsolutions.com

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