



USADATA Delivers Sales Leads and Mailing Lists in Support of Client Campaigns

New York, NY – January 22, 2008 – USADATA, Inc. continues to provide sales leads and mailing lists that meet client needs. Several clients surveyed stated that they had tried to find the best names and addresses for their critical mail campaigns elsewhere but that USADATA had the best selection of high-quality, privacy-compliant leads.

Lesley Blaine from Smart Marketing said, “We first started using USADATA when we were looking for a very specific list (owners of multiple real estate holdings) for our clients. They had the list we needed and our clients have benefited tremendously. The first client who used this type of list for their direct mail seminar invitation had gangbuster results, with an overflow crowd at the seminar! So, we’ve rolled out this campaign to many of our other clients who have also used this list for their seminars and the results have been consistently great!”

Moreover Blaine added, “After having such wonderful results with the real estate lists, we decided to try out USADATA on some of our other list searches and they almost always have what we are looking for. At this point, we’ve just about eliminated all other list companies, knowing that USADATA will get us the lists we need in a timely manner....and above all, they will be accurate and will produce great results. In short, USADATA has made us look good with our clients!”

USADATA Senior Vice President Jon Rapkin noted that "USADATA is a data-neutral company with access to thousands of multi-sourced mailing lists and sales leads. This allows us to help any company seeking high-quality, targeted, privacy-compliant lists. Our recommendations are now, and will always be based on helping our clients achieve their desired goal.”

USADATA offers sales leads and mailing lists through its proprietary On Demand platform and through its expert team of Data Specialists. In all cases, each data source undergoes extensive hygiene processes that ensure optimal accuracy, deliverability and privacy compliance.

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, [Computerworld's](#) Top 100 Emerging Companies and the HBSC Entrepreneur Award..

About Smart Marketing

Smart Marketing is one of the country’s premier marketing firms for attorneys and financial professionals. The firm offers a full range of services including branding and image development, marketing to the public and referral sources, Internet marketing, strategic coaching, and much more. For additional information visit: www.smartmarketingnow.com.

For Immediate Release Contact:

Jon Rapkin
USADATA, INC
SVP, Data and Leads Group
212-679-1411 x210
jrapkin@usadata.com