



USADATA Unveils Sales Leads On Demand Platform for Dscoop Members

Orlando, FL, February 19, 2009 – Today at the Dscoop 2009 Annual Conference, USADATA, the leading provider of *Sales Leads. On Demand.™* for customer acquisition and customer relationship management, unveiled its Sales Leads On Demand Platform (at <http://dscoop.usadata.com>) for Dscoop members. Dscoop, the Digital Solutions Cooperative, is a community of HP Indigo Press owners and their sales, marketing, and production staff. Through this platform, Dscoop members have an easy-to-use web-based application for ordering the highest quality, privacy-compliant mailing lists and sales leads on behalf of their customers.

Dscoop's Sales Leads On Demand Platform affords its members an easy way of expanding or opening a new revenue stream. Through a simple 5-step process, members have access to five types of sales leads online – Consumer, Business, Occupant, New Homeowner, and New Mover. Each database is processed through NCOALink™ monthly to comply with USPS *Move Update* standards, as well as filtered through privacy controls including FTC and State Attorney General *Do Not Call* lists and the Direct Marketing Association's *Do Not Mail* file, to ensure the privacy of the consumer and help clients avoid wasted mail.

“We understand that printers are often asked for recommended sources of leads. Our Sales Leads On Demand Platform will help DSCOOP members address these requests head on, and help grow their business,” said Dominic Le Claire, SVP at USADATA. “Our solutions are easily configured to meet the needs of each individual DSCOOP member's style of work,” continued LeClaire.

Dscoop members also have the option of integrating USADATA's list ordering solution directly into their existing e-commerce sites, affording their customers a self-service solution for acquiring targeted, new leads. Members can sign up and learn more about the Sales Leads On Demand Platform at Booth #325 at the Annual Conference.

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 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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