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***Hard-to-Find Data*[™] from Telematch Locates
167+ Million Hard-to-Find Americans**

-File posts 72% growth since its last-month debut – Hard-to-Find Data[™] taps responsible data sources to identify households with wireless, cable and VoIP telephony with current postal address-

SPRINGFIELD, VA – Telematch, a privately-held, leading provider of information services, announced today that its recently launched *Hard-to-Find Data*[™], a data product that identifies wireless, cable and voice-over Internet protocol users along with their current postal addresses within the United States, now includes current contact data on as many as 167 million Americans. This represents a 72% growth in the file since the commercial availability of *Hard-to-Find Data*[™] first was announced last month, the company reported.

“We have a data product hit on our hands,” said Peg Kuman, Chief Executive Officer, Telematch. “Marketers are challenged to keep their customer contact information up to date, which is getting tough to do as more consumers and businesses migrate from land-based phone lines. *Hard-to-Find Data*[™] uses reliable, responsible sources, primarily from telecommunications companies, to deliver timely, accurate postal address information for many of the nation’s wireless, cable and VoIP customers. *Hard-to-Find Data*[™] is a smart choice for those marketers seeking to ensure that their own prospects and customers, who are among these hard-to-find Americans, remain engaged with their brands.”

Kuman said that other common sources for such contact data, including compiled information and self-reported data lack coverage and accuracy. “Current compiled data sources lack the recency and as a result, accuracy and coverage,” she said. “Self-reported data often are prone to data-entry errors, and individuals may not always provide correct information.”

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TELEMATCH REPORTS FIRST-MONTH GROWTH IN HARD-TO-FIND DATA™ – 2

Marketers who choose *Hard-to-Find Data*™ may use these data to flag and verify individual prospects and customers and to append their databases with postal addresses. “Suddenly, more than 167 million consumers have been re-found – and these data are vital for the smooth running of CRM and prospect communications programs,” she said.

According to the Federal Communications Commission, the total number of land lines in the United States is decreasing 5% per year, while wireless and broadband telephony is growing by 12% and 40%, respectively.

Marketers seeking further information about *Hard-to-Find Data*™ may contact Telematch toll-free (in the United States) at (800) 523-7346, or via e-mail at sales@telematch.com

About Telematch, Inc.

Telematch, Inc. (www.telematch.com), with its headquarters in Springfield, Virginia, is a leading information services provider offering a comprehensive range of data appending, data enhancement, database management and data processing services. Having pioneered the field of telephone number appending in the late 1970s, Telematch’s core expertise in consumer and business data appending has led to long-term success of clients, providing vital data needed for all types of direct marketing campaigns and database management efforts. Telematch’s technical resources, database expertise, and extensive access to compiled *plus* telco-sourced directory assistance data, allows timely delivery of the most current and accurate marketing data available to clean, verify, append and enhance marketers’ most valuable resource -- *customer data*. For more than 30 years, Telematch has consistently refined and improved its proprietary matching algorithms, and invested in expanding technical capabilities and data resources to provide the most cost-effective and efficient database marketing solutions for the diverse needs of marketers in all segments of the direct marketing field. Marketers have critical need for high quality data to achieve targeted and measurable results in their acquisition, retention, reactivation, cross-sell and up-sell efforts. As a result, Telematch’s corporate philosophy of consultative partnering with clients allows the company to successfully provide the right blend of data solutions and service options to increase the value of their data.