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Telematch's Phoenix Data Launches Auto ID, a Customer Acquisition & Data-Append Product Suitable for Auto Insurance, Warranty, Service and Accessory Sales

-Data are 100-percent-populated with Vehicle Identification Number, validated for marketing, and fully compliant with driver privacy protection laws-

SPRINGFIELD, VA – Telematch, Inc., has announced a new marketing intelligence product called [Auto ID](#) to support U.S. marketing and customer acquisition activity for auto-related products and services, such as insurance, warranties, accessories and maintenance. The product is available through Telematch's Phoenix Data division. According to the company, the data available are based on Vehicle Identification Number, a unique serial number that precisely delineates the make, model and year of an associated vehicle, and matches that information to owner postal address and telephone number, with available selects by insurance expiration date, owner demographics and modeled wealth data.

"The automotive market and after-market is hugely important to our economy, and Auto ID enables data appending to support vehicle-specific product and service offers, as well as prospecting for new customers," said Peg Kuman, chief executive officer, Telematch. "Brands in the insurance, warranty, and after-market sales and service spaces have a real need for this type of marketing intelligence for their customers and prospects, and we've taken these commercially available data, applied proprietary business rules to enhance them, and are now making it available through Auto ID to the marketing community."

Importantly, the data comply with the federal Driver's Privacy Protection Act (DPPA). Telematch says it sources the data through new and used vehicle dealerships, and service-based businesses nationwide, and privacy principles of notice and choice to opt out of the data availability – extended to the customer through individual dealerships and service businesses – have been honored.

[Auto ID](#) is immediately available through Phoenix Data, part of the Telematch family of companies. Contact (630) 654-4400, or sales@phoenixdataprocessing.com to arrange a test of this marketing intelligence offering.

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About Telematch

Telematch, Inc. (www.telematch.com), with its headquarters in Springfield, Virginia, is a leading information services provider offering a comprehensive range of marketing intelligence and digitally driven marketing solutions, utilizing high-quality data sources. The Telematch family of companies – Telematch, Phoenix Data and Farm Market iD – has delivered data solutions for 31 years. For more information, call (800) 523-7346, or visit www.telematch.com.