



**CONTACT:**

John Rose  
Brook Venture Partners  
781-295-4000, Ext. 214  
jrose@brookventure.com

FOR IMMEDIATE RELEASE

**INVESTMENT GROUP LED BY BROOK VENTURE PARTNERS  
ACQUIRES TELEMATCH FROM GANNETT;**

**DIRECT MARKETING VETERAN PEG KUMAN NAMED CEO**

Wakefield, MA, MAY 7, 2008 -- An investment group led by Brook Venture Partners announces today its acquisition of Telematch, Inc., a leading data and information management company specializing in data enhancement and the appending of consumer and business data. Peg Kuman, a highly regarded direct marketing veteran and former Telematch client, has been named CEO. Founded in 1980, Telematch provides a comprehensive package of database marketing services to numerous vertical markets in the direct marketing industry. In addition to Kuman, the existing Telematch management team joins the new company. Telematch will remain in its northern Virginia location.

“Those who know Telematch have enjoyed access to unparalleled technology, data quality and talent. I look forward to enhancing our existing products and services and growing the business through increased investment in our capabilities and service levels,” said Peg Kuman, CEO of Telematch, Inc. “Our family of clients will continue to experience the same level of superb service, with access to even more business solutions.”

“We have tremendous faith in Peg Kuman to lead Telematch to world class status,” said Walter Beinecke, a partner with Brook Venture Partners. “We believe there is a very real opportunity to build Telematch into the industry leader by focusing on data quality, real time data solutions and effective data analytics.”

Kuman is pleased to join the Company at a time when web-based buying and the use of alternate media continue to experience double-digit growth.

“The Company’s data products and services are well positioned to provide solutions to this sector,” said Kuman. “We have long known that data plus technology are the underpinning drivers to accuracy and quality, and intend to offer our unique ability to focus on client-driven solutions.”

**About Telematch**

Based in Springfield, Virginia, Telematch was founded over 28 years ago as part of the Times-Journal family of companies. Since that time it has grown to become a recognized brand representing superior data and superior matching/appending logic. Its data partners represent a virtual blue-chip who’s who in data quality. The Company also provides full service processing for postal pre-sort, data enhancement and hygiene, and business list services. For more information, call 800-523-7346 or visit [www.telematch.com](http://www.telematch.com)

**About Brook Venture Partners**

Brook Venture Partners provides expansion stage capital through Brook Venture Fund I, Brook Venture Fund II and other co-investment funds to Information Technology and Medical Technology companies located in the Northeastern United States. The firm focuses on investments of \$2-5 million; and specializes in both financing and providing the strategic and planning support necessary to rapidly scale and accelerate sales and marketing activities. Brook is headquartered outside Boston in Wakefield, MA. For more information, call 781-295-4000 or visit [www.brookventure.com](http://www.brookventure.com).