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Telematch Launches Unique, Multiple-Source Validated Email Database For Appending and Verifying Customer Files

-180 million U.S. consumer email addresses are scored for data confidence, based on multiple sourcing and matching with postal, telephone and name data-

SPRINGFIELD, VA – Telematch, Inc., announces the release of its first and unique Email Database, for use by U.S. consumer marketers to validate, match and append customer records, as well as to forward and reverse append postal and telephone information associated with email data.

“In its first three decades serving the marketers, Telematch has been known for its expertise appending and enhancing customer data based on high quality multi-sourced and scored data with client-determined levels of confidence,” said Peg Kuman, chief executive officer, Telematch. “So when we set out to introduce our Email Database, we knew it had to have that same benchmark for quality and uniqueness. We teamed with leading data partners to create a data product that communicates a level of confidence, quality and accuracy in recency and currency based on rigorous business rules.”

In its initial testing, Telematch’s Email Database has exceeded client expectations by providing match rates of 30-percent to 50-percent when the data are scored at the highest confidence levels, Kuman reported.

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 more than 31 years. For more information, call (800) 523-7346, or visit www.telematch.com.