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## NextMark Releases 3Q10 Data Card Quality Report

**Hanover, NH - October 11, 2010** - NextMark, Inc. a leading provider of direct marketing tools and resources, today published its third quarter 2010 Data Card Quality Report. The report categorizes list management firms based on the number of titles managed, and provides an average data card quality score across each company's list management portfolio.

Among the findings were twelve list management companies that posted double-digit improvements when compared to the second quarter of 2010. The companies that improved the most were Byrum & Fleming (+25.5), NCRI List Management (+25.2), Marigold Technologies (+25.2), Walker & Company (+24.0), Infocus Marketing (+23.0), Worldata (+21.5), and World Innovators (+20.6).

A total of 67 list management companies got an 'A' (90.0 or greater) for data card quality in Q3 2010, and 21 of those companies got a perfect score (100).

Special mention is given to the following companies who have achieved a perfect data card quality score for seven consecutive quarters: Lighthouse List Company, Media Source Solutions, ListBargains.com, List Connection, Complete Mailing Lists, and Political Fundraising Lists.

It is important to note that data card quality does not reflect list quality, but it does measure the completeness and recency of information about the list. This helps to ensure that direct marketers have the information they need to make good prospect list purchasing decisions.

NextMark publishes the top 50 ranking report on a quarterly basis. The next report will be published in January 2011.

Individual data card scores are calculated using a weighted average of thirteen attributes, with an emphasis on recent updates. A list manager's score is the average of all the data card scores in their portfolio. The third quarter 2010 Data Card Quality Report includes a ranking of list management companies by data card quality. The top companies for each category are listed below:

### Category I (500+ Titles)

Edith Roman & ePostDirect  
American List Counsel  
Complete Mailing Lists  
Lighthouse List Company  
ListBargains.com  
B2B

### Category II (250 - 499 Titles)

Media Source Solutions  
PCS Mailing List Company  
The List Experts  
List Connection  
Fred Woolf List Company

### Category III (100 - 249 Titles)

Global Village Marketing & Data Services  
W.S. Ponton  
Complete Medical Lists  
eTargetMedia.com  
Political Fundraising Lists  
MCH Strategic Data  
Direct Market  
Charles Moore Associates

### Category IV (50 - 99 Titles)

NCRI List Management  
Profile America List Company  
DM2  
CAS, Inc.  
Quantum List Marketing

For a complete report of the top list managers, including risers and fallers, visit NextMark's web site: <http://www.nextmark.com/mmse/top50-list-managers-dccqr.html>.

### About NextMark, Inc.

NextMark provides tools and resources that help organizations to buy, sell, and learn about addressable media. NextMark currently indexes and tracks more than 100,000 addressable media programs from more than 1,400 sources. Its solutions have been proven through more than 7,700,000 media searches and 120,000 media plans for thousands of merchants, fundraisers, politicians, banks, telcos, entertainers, broadcasters, publishers, and other organizations that reach their market directly. NextMark is a privately held corporation headquartered in Hanover, New Hampshire USA with its Marketing Information Network operation located in Edmond, Oklahoma and on the web at [www.NextMark.com](http://www.NextMark.com).

