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## NextMark Releases 1Q11 Data Card Quality Report

Hanover, NH – April 15, 2011 – NextMark, Inc. a leading provider of direct marketing tools and resources, today published its [first quarter 2011 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 29 list management companies that posted double-digit improvements when compared to the fourth quarter of 2010. A total of 87 list management companies got an 'A' (90.0 or greater) for data card quality in Q1 2011, and 25 of those companies got a perfect score (100).

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 July 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 first quarter 2011 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)

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

### Category II (250 – 499 Titles)

- Paramount Lists
- Media Source Solutions
- Dunhill International List Company
- Great Lakes List Management
- PCS Mailing List Company
- List Connection, Inc.
- Response Solutions LLC
- Ethnic Technologies
- Integrated Business Services

### Category III (100 – 249 Titles)

- W.S. Ponton
- ConsumerBase
- eTargetMedia.com
- List Service Direct, Inc.
- Political Fundraising Lists
- Charles Moore Associates

### Category IV (50 – 99 Titles)

- NCRI List Management
- Profile America List Company
- Dataline
- Marketing Advisory Group
- Vente, Inc.

For a complete report of the top list managers, including risers and fallers, visit NextMark's web site: <http://www.nextmark.com/media-sales/data-card-quality-report>.

## About NextMark, Inc.

NextMark's mission is to help you successfully reach your market. NextMark provides information and technology that powers the market for addressable media and enables media planning, media operations, and media sales. NextMark currently indexes and tracks more than 100,000 addressable media programs from more than 1,400 sources. NextMark is a privately held corporation headquartered in Hanover, New Hampshire USA with its Market Intelligence Group located in Edmond, Oklahoma and on the web at [www.nextmark.com](http://www.nextmark.com).

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