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NextMark Releases 2010 Q1 Data Card Quality Report

Hanover, NH - April 7, 2010 - NextMark, Inc. a leading provider of direct marketing tools and resources, today published its first 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 13 list management companies that posted double-digit improvements when compared to the fourth quarter of 2009. The companies that improved the most were **List Services Corporation (+26.2)**, **Tri-Media Marketing Services (+25.2)**, **Great Lakes List Management (+24.7)**, **Spot Behavior (+24.7)**, **Database Network Associates (+24.7)**, **Q5 List Marketing (+23.1)**, **Platform Advertising (+21.9)**, and **V12 Group (+21.6)**.

Ten of the list management companies in category I (500+ Titles) got an 'A' for data card quality thus far in 2010, and three of those showed significant improvements ranging from +15.1 to +26.2 over Q409. Only seven list management companies posted double-digit declines in data card quality for their respective portfolios, compared to 19 companies on the last quarterly report. 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.

Data cards provide valuable insight for prospecting.

"When it comes to prospecting for new customers, there is no better research tool than the data card," said Britt Vatne, Executive Vice President of Data Management at ALC. "Despite the proliferation of digital media, data card analytics are still the best source of targeted information for new customer acquisition. However, if the information isn't maintained in a timely manner, then much of that value is lost." NextMark publishes the top 50 ranking report on a quarterly basis. The next report will be published in July 2010.

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 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
ALC
Complete Mailing Lists
Statistics
Manning Media International

Category II (250 - 499 Titles)

Lighthouse List Company
ListBargains.com
B2B
Dunhill International
Media Source Solutions
PCS Mailing List Company
The List Experts
List Connection

Category III (100 - 249 Titles)

W.S. Ponton
Complete Medical Lists
List Service Direct, Inc.
eTargetMedia.com
Political Fundraising Lists
Direct Market

Category IV (50 - 99 Titles)

Spot Behavior
Profile America List Company
V12 Group
AccuData Integrated Marketing
Data Lists Services

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 the tools and resources that help organizations to buy, sell, and learn about addressable media including postal, email, telephone, package insert, online, and mobile programs. NextMark currently indexes and tracks more than 100,000 addressable media programs from 1,400 sources. Its solutions have been proven through more than 7,700,000 media searches and 120,000 media plans for thousands of catalog merchants, retailers, 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 list services operation located in Edmond, Oklahoma and on the web at www.NextMark.com.

