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## NextMark Releases 2Q10 Data Card Quality Report

**Hanover, NH - August 4, 2010** - NextMark, Inc. a leading provider of direct marketing tools and resources, today published its second 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 six list management companies that posted double-digit improvements when compared to the first quarter of 2010. The companies that improved the most were Turnkey Solutions Direct Marketing (+25.3), Integrated Business Services (+22.6), Amerilist (+22.0), Ethnic Technologies (+19.5), Ginsburg Global (+18.4), and All-n-One List Marketing (+10.6).

A total of 67 list management companies got an 'A' (90.0 or greater) for data card quality in Q2 2010, and 19 of those 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.

Data cards provide valuable insight for prospecting.

"The data card is evolving into more than just a list marketing tool," said Scott Chilcutt, Vice President at NextMark. "We are finding that these documents are used to gain market intelligence, not only for traditional media, but also to learn more about audiences before targeted them online. 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 October 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  
Lighthouse List Company  
B2B  
ListBargains.com

### Category II (250 - 499 Titles)

Media Source Solutions  
Dunhill International  
PCS Mailing List Company  
List Connection  
Integrated Business Services

### Category III (100 - 249 Titles)

W.S. Ponton  
Complete Medical Lists  
eTargetMedia.com  
Political Fundraising Lists  
Direct Market  
Charles Moore Associates

### Category IV (50 - 99 Titles)

Profile America List Company  
dm2Decisionmaker  
Quantum List Marketing  
Data Lists Services  
Turnkey Solutions Direct 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 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](http://www.NextMark.com).

