



ALLIANT NEWS RELEASE

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Alliant Cooperative Data Solutions, LLC
301 Fields Lane, Brewster NY 10509-2621 | 845-276-2600
www.alliantdata.com

For more information:
Rick Witsell, VP Marketing | ext. 218
rwitsell@alliantdata.com

FOR IMMEDIATE RELEASE (note: This article was first released by Coolsavings, Inc. on January 25.)

CoolSavings and Alliant Cooperative Data Solutions Launch First-of-its Kind 'Soft Offer Scoring' Lead Generation Solution

Targets Online 'Bill Me Later' Offers To Consumers Most Likely To Pay

CHICAGO, IL and BREWSTER, NY — January 25, 2005 — Since its inception, the Internet has provided unprecedented opportunities for marketers to target and interact with their best customers. However, for those companies employing 'soft' or 'bill-me-later' offers, online marketing has just as often proved unprofitable due to the inability to consistently reach consumers who will pay for their promotions on the backend. All that has changed thanks to Soft Offer Scoring, a groundbreaking new proprietary solution from leading interactive marketing services company, CoolSavings, Inc. (OTC:BB [CSAV](#)), that utilizes robust data services from Alliant Cooperative Data Solutions, LLC.

Used in conjunction with CoolSavings' Lead Generation service, Soft Offer Scoring is the only online solution that employs proven offline modeling methodology to improve pay-up rates for soft offers, providing marketers with a robust new way to reliably reach the highest quality consumers, reduce waste and improve ROI while collecting detailed contact information from interested consumer leads who request to be contacted.

CoolSavings' Lead Generation service enables marketers to cost-efficiently collect a high number of quality consumer leads across top Web sites in its extensive distribution network, including Better Homes and Gardens, weather.com, About.com, Publisher's Clearing House, Knight-Ridder and coolsavings.com. In addition to Soft Offer Scoring, CoolSavings employs double opt-in permission, data validation and real-time data transfer features to deliver high-quality, Coding Accuracy Support System (CASS) certified leads for companies.

Soft Offer Scoring employs block group level scores developed from Alliant Cooperative Data Solutions' powerful TransactionBase(TM) data. This information is combined with CoolSavings' rich database of behavioral and demographic data to create custom models that target soft offers to consumers who have a high propensity to pay.

"Using 'bill me later' offers to drive response on the Internet is a big idea that could dramatically change the profitability of web-based acquisition campaigns," said JoAnne Monfradi Dunn, President

and CEO of Alliant. "The combination of our multi-enterprise view of customer behavior with CoolSavings' lead generation and targeting expertise has the potential to change the landscape of online direct marketing."

"CoolSavings' new Soft Offer Scoring solution is really about making the Internet safe for bill-me-later promotions," said Matt Moog, President and CEO of CoolSavings. "Historically, online lead generation campaigns have not been profitable for soft offer marketers because they have been unable to reliably reach quality consumers. Working together, CoolSavings and Alliant have changed that. With Alliant's rich source of aggregated payment data, and CoolSavings' vast consumer data and technological expertise, we are at last able to overcome this marketing obstacle and consistently connect soft offer marketers to consumers most likely to pay."

Soft Offer Scoring will benefit all companies that use soft offer promotions, including magazine and newspaper publishers, book, music and continuity clubs and agencies, which face the dual challenge of increasing their number of consumer leads while marketing to consumers who will pay for the promotional offers.

About Alliant Cooperative Data Solutions

Alliant Cooperative Data Solutions, LLC is a leader in the commercialization of cooperative databases that help marketers predict profitable consumer behaviors. Alliant is the developer of TransactionBase(TM), the direct marketing industry's largest and most comprehensive effort to combine the consumer performance records of the country's leading mailers and internet marketers. Alliant uses the information in TransactionBase(TM) to help marketers identify their best prospects and manage their existing customers more effectively. Alliant maintains information on over 116 million US consumers.

About CoolSavings, Inc.

CoolSavings, Inc. is a leading interactive marketing services company that provides best-in-class lead generation, e-mail, coupon and loyalty programs for advertisers and publishers. Our unique targeting, optimization and predictive modeling capabilities help to power an extensive marketing network that has reached more than 15 million active consumers in the last 12 months. In 2005, CoolSavings will serve more than 1 billion offer impressions across our distribution network, generating more than 116 million responses for our advertisers, which include leaders in the consumer packaged goods, retail and direct marketing industries.

CoolSavings, Inc.'s majority stockholder is Landmark Communications, Inc., a privately held media company with national and international interests in newspapers, broadcasting, cable programming and electronic publishing.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding our expectations of revenue growth, expense growth, service

capability improvements, the expected impact of strategic investments and other statements regarding the Company's expectations, beliefs, hopes, intentions, or strategies. Where possible, these forward-looking statements have been identified by use of words such as "project," "target," "forecast," "anticipate," "believe," "will," "expect," and similar expressions. Known and unknown risks, uncertainties and other factors, both general and specific to the matters discussed in this press release, may cause our actual results and performance to differ materially from the future results and performance expressed in, or implied by, such forward-looking statements. These risks, uncertainties, and other factors include, without limitation, our ability to secure financing to meet our long-term capital needs, our ability to protect our patents, trademarks and proprietary rights, our successful introduction of new services and features, our ability to add new members, our ability to continue to attract, assimilate and retain highly skilled personnel, our ability to secure long-term contracts with existing advertisers and attract new advertisers, our ability to add new members, our ability to successfully integrate Targeted Marketing Services ("TMS") with our existing business, and our ability to compete successfully against current and future competitors, general industry, economic and market conditions and growth rates, the potential for higher actual media costs, and other costs and expenses when compared to our estimated costs and projections. For a discussion of these and other risks, uncertainties and factors which could cause actual results to differ materially from those expressed in, or implied by, the forward-looking statements, see "Risk Factors" in our annual report on Form 10-K for the year ended December 31, 2003, and our Quarterly Report on Form 10Q for the quarter ended September 30, 2004, both as filed with the SEC.

We undertake no obligation to update any of the forward looking statements after the date of this press release to conform these statements to actual results or otherwise to reflect new developments or changed circumstances, unless expressly required by applicable federal securities laws. You should not place undue reliance on such forward-looking statements.

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