



ALLIANT NEWS RELEASE

Release Date: 9/05/2007

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FOR IMMEDIATE RELEASE

70+ Million New Consumer Accounts Added to Alliant Performance Databases

New Participants Validate Cooperative Performance Data as Profit Driver for Acquisition and Customer Marketing

BREWSTER, NEW YORK – Alliant Cooperative Data Solutions has added five new contributors and is on track to complete the integration of over 70 million new consumer accounts into its databases over the next several weeks. The new contributors will add more than 15 million unique individuals to Alliant's data resources, bringing the total count to over 132 million individuals. More important, the new data will give Alliant an even deeper view of consumers, boosting the current database average of 32 transactions per individual.

Cooperative Performance Databases, pioneered by Alliant five years ago, provide a unique, multi-enterprise view of consumer behavior as it relates to direct marketing transactions. Alliant's Coops enable applications that predict consumer behavior, including response, payment and lifetime value, across the spectrum of outbound mail, inbound orders, and Internet transactions.

JoAnne Monfradi Dunn, President and CEO of Alliant, commented on the significance of the growth in the Alliant Cooperative for direct marketers:

"There are two reasons for major direct marketers to take note of this enhancement to our databases. First, it represents a big commitment by some very smart marketers. We work with some of the most sophisticated direct marketing organizations in the industry. They don't make snap decisions, and they do not lack for deep data resources of their own. They tested our ability to perform over periods of 9-18 months and they understand the incremental predictive power our data can add throughout their operations. With almost 250 major lines of direct marketing business now represented in our databases, Alliant's performance data offers them an exciting avenue for growing their businesses.

"Second, the new contributors further validate Alliant's business model. We do not rent lists, so our contributors know that their data will not be subject to the list fatigue issues common to so many coops. These new accounts allow us to have richer, more timely predictive data points for every consumer in the coop, allowing users to make even better informed marketing decisions. We're closer to our goals of capturing all active direct response consumers and providing as much transactional data on each of these consumers as possible. This can only be good for the entire industry."

Information on the Alliant databases extends far beyond response. The complete tracking of consumer behavior throughout the customer lifecycle lets users access a new breed of predictive applications for acquisition, retention and reactivation marketing. Having the ability to predict consumer performance in behaviors like payment, billing cycles, upsell timing, cancellations and returns allows marketers to focus on behaviors that impact the profitability of various businesses. All data in Alliant's cooperatives is updated monthly from each contributor's fulfillment and account management records.

Helen Hoart, President and CEO of Staywell Consumer Health Publishing, one of the new contributors to the Alliant databases, said: "In light of postage increases and other increased costs, Alliant has proven to be a worthy partner in helping us execute more efficient acquisition campaigns and increase the lifetime value of our subscribers. Furthermore, Harvard Medical School, our strategic partner, understandably is very concerned about consumer privacy. Alliant has shown it satisfies that important need as well."

From an analytic point of view, the growth in Alliant's performance data resources increases its power as an independent source of predictive insight. "One of the things we have been observing is that the channel mix of data we are putting up is changing rapidly," explained Dan Parzych, Alliant's VP Data Solutions & Services. "We're seeing a surge of valuable data on consumers' Internet relationships. That adds to what we know about their behaviors in direct mail, DRTV, telemarketing and other order acquisition sources. Increased depth and coverage allows our models and scoring solutions to become that much more sophisticated and valuable to our clients."

Todd Leiser, Vice President at Rodale, a long-time contributor to Alliant's cooperative, agrees. "We're delighted to see that Alliant is continuing to grow and invest in their business. The performance data cooperative is a big idea and a powerful resource for direct marketers. Having an independent, all-encompassing view of the consumer adds tremendous value to our operations. As more marketers come on board, the value just gets better."

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About Alliant Cooperative Data Solutions, LLC

Alliant is a cooperative database company on a mission to help marketers identify their top prospects and customers, and achieve higher levels of profitability. Alliant's performance databases are built from detailed, historical transaction-level customer records contributed by many of the world's leading direct response marketers. Unlike other cooperative databases, Alliant does not rent lists to marketers or even contributors; instead, it allows marketers and their analytic teams to derive better performance from lists they are already using and to dip into sources of names not previously profitable. In addition to data resources, Alliant's direct response trained analytic team builds predictive performance models and scoring solutions that enable marketers to increase profits throughout the customer lifecycle, including outbound promotions, reactivation and cross-sell programs, and on the Internet.