



ALLIANT NEWS RELEASE

Release Date: 09/20/2005

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

Alliant Introduces PerformanceSelect™

Modeled Targeting Solution Improves Performance of Mailing Lists

BREWSTER, NY — Alliant Cooperative Data Solutions has announced general availability for PerformanceSelect™, a new list segmentation tool designed to improve the effectiveness and predictability of mail files. PerformanceSelect™ applies behavioral data to a mailer's standard select criteria, bringing an added degree of sophistication to the traditional list selection process.

"The improved selection capabilities of this low-cost service help marketers identify top-performing names with greater confidence and accuracy," stated JoAnne Monfradi Dunn, President and CEO of Alliant Cooperative Data Solutions. "Our goal is to help expand the universe of mailable names and improve the profitability of consumer lists."

Leveraging the Most Powerful Behavioral Data Sources in the Industry

PerformanceSelect™ is the latest innovation in Alliant's new breed of list selection solutions. Drawing on the company's rich cooperative data resources, PerformanceSelect™ offers list managers and brokers a convenient, on-demand service that delivers many of the benefits of full-scale modeling. For many marketers, PerformanceSelect™ is a profitable alternative to the time and cost associated with building a traditional model.

Marketers use PerformanceSelect™ to score mailing lists, ranking payment and response probabilities within a geographic matrix. PerformanceSelect™ lets list professionals apply the power of Alliant's detailed behavioral data to find pockets of profitable names within each mailer's traditional selects.

"Our early tests show that PerformanceSelect™ can improve profitability of both response and compiled files. Alliant is partnering with list professionals to convert more test mailers to roll-out, and give mailers a new strategy for obtaining incremental names," said Ms. Dunn.

PerformanceSelect™ scores provide a representative view of the 116 million U.S. customers Alliant maintains detailed information on. "After four months of market tests, the power of our database combined with the expertise of our analysts has produced a revolutionary product with far-reaching

impact," concluded Ms. Dunn.

A Consultative and Prescriptive Approach to Improve List Performance

"PerformanceSelect™ gives you the ability to identify the most profitable performers within any given list selection," stated Alliant's Account Director, Mary-Jo Checco. "It's a great tool for reevaluating test files that were marginal, and for testing into larger compiled files. Smart marketers are going to build bigger and more profitable campaigns using these tools."

Taking a personalized and prescriptive approach, Alliant recommends PerformanceSelect™ models according to the mailer's test objectives. "We meet each mailer's specific business challenge by applying one of three differentiated models," continued Ms. Checco. "We can recommend a model to address either front-end response issues or back-end payment issues. We offer a third model that incorporates payment and response measures for re-tests or general reappraisal purposes. With PerformanceSelect™, I envision marketers finding success in more tests — and winning more profit-driven roll-outs."

Alliant offers consultation and technical support for list professionals who wish to begin offering PerformanceSelect™ as a value-added service to their customers. Turn-around time for most jobs is under four hours. The service cost is similar to that of a typical list selection.

PerformanceSelect™ is available today from Alliant. List professionals seeking more information should contact Mary-Jo Checco at 845-276-2600 ext 223 or at mchecco@alliantdata.com.

###

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 represents the direct marketing industry's largest and most comprehensive effort to combine the customer performance records of the country's leading mailers and Internet marketers; providing services and solutions that help direct marketers manage existing and prospective customers for their profit impact. Alliant maintains information on over 116 million U.S. consumers and offers solutions from two distinct data resources. DecisionBase360™ allows marketers to target consumers based on performance histories, channel, and affinity information. TransactionBase® is a credit-decision database offering a powerful but cost-effective alternative to traditional credit scores.