



In an Independent Audit, the Paisley Group Confirms Why TARGUSinfo is the Fastest Growing CNAM Delivery Service

TARGUSinfo®

Broad Study by Paisley Group Confirms TARGUSinfo is Superior to Network CNAM in Data Accuracy and Coverage

Looking for a more accurate CNAM Service with better coverage and at a lower cost? Based upon the 2004 National CNAM Audit conducted by the Paisley Group, your best option is the country's fastest growing alternative CNAM provider — TARGUSinfo.

"As the industry knows there is no perfect CNAM solution, but as proven by our study, TARGUSinfo has supplanted network CNAM services as the standard bearer for accuracy and coverage," said Meg MacRae, Managing Partner, The Paisley Group.

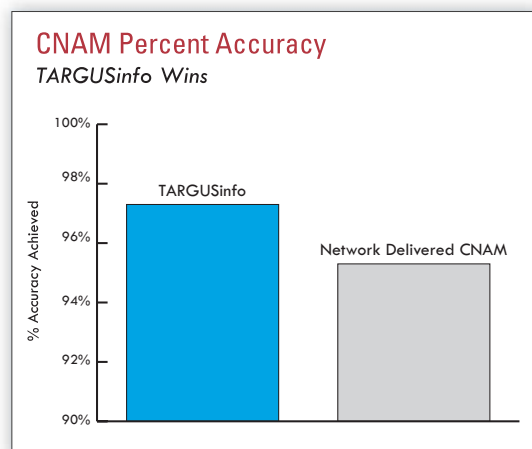
In a 2004 study just released by the Paisley Group, the TARGUSinfo CNAM service was judged superior to Network CNAM services in both data accuracy and coverage.

"We have in fact, reached a point where our CNAM Service is at a minimum equivalent to Network CNAM data but with greater customer satisfaction and at a lower cost," said George Moore, CEO, TARGUSinfo.

TARGUSinfo Scores Highest on All Criteria

ACCURACY

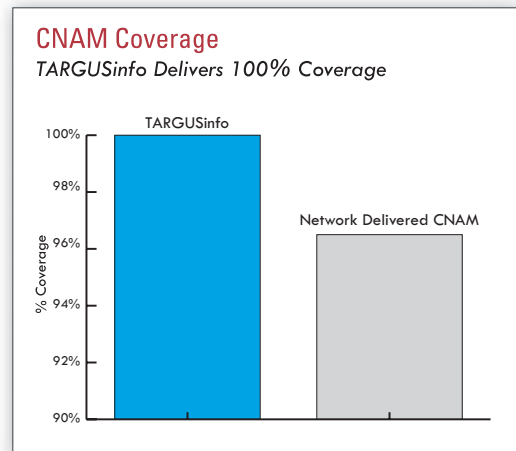
Commonly thought to be the "Gold Standard" in CNAM services, Network CNAM delivered 95.3% accuracy rating - solid but inferior to 97.3% delivered by TARGUSinfo. Scoring two full percentage points higher, TARGUSinfo proves it not only offers a comparable product, but one that in fact, is **MORE accurate.**





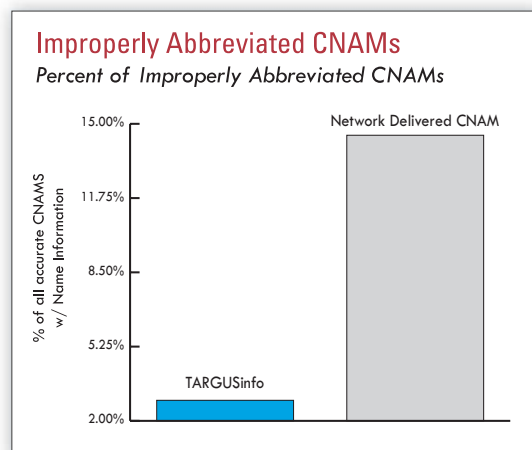
COVERAGE

In addition, the Paisley Group found that Network CNAM services delivered **NO** information for 3.5% of all listings in the study. Conversely, the **TARGUSinfo CNAM service delivered a name or a locality for 100% of the listings in the study.**



CUSTOMER SATISFACTION

Finally, the study discovered that when an abbreviation is necessary due to the length of the consumer or business name, **Network CNAM provided an improper abbreviation at a rate five times greater than TARGUSinfo.** Of course, many different factors can affect customer service, but ultimately, quality data and correct abbreviations are shown to have the greatest impact on customer satisfaction.



"We are delighted with the results of the Paisley Study. This once again confirms the value of our coverage, data quality, and customer support while saving our customers millions of dollars over Network CNAM. We are the only company that provides a single source for CNAM services across the US, and our data quality is unequaled. All this amounts to tremendous value for our customers," said Dennis Ainge, SVP of Sales and Marketing, TARGUSinfo.



Addendum to the Paisley Group's 2004 National CNAM Audit

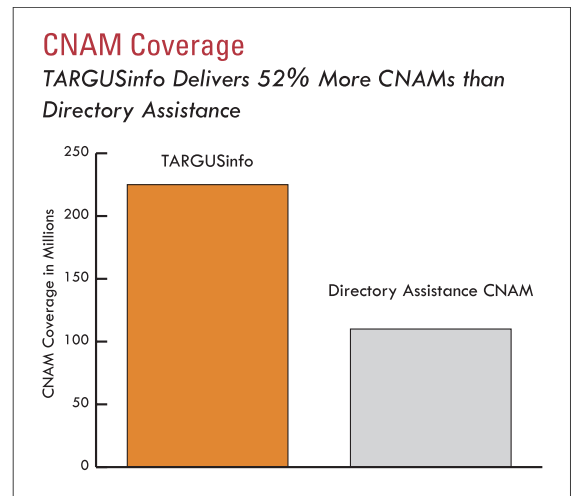
Additional Studies, Independent of the Paisley Group, Continue to Endorse TARGUSinfo's Benefits in Coverage and Cost for Our Customers

CNAM COVERAGE THAT'S GREATER THAN DIRECTORY ASSISTANCE

Some Directory Assistance providers have attempted to offer a CNAM service built from Directory Assistance records. These services that masquerade as CNAM services have two major limitations:

- Their coverage is approximately 48% of TARGUSinfo CNAM or Network CNAM services, since they only include published listings. They are missing multiple lines per household or business, and exclude all unpublished listings.
- Directory listings and CNAM listings often appear differently, and they're not interchangeable — resulting in an escalation of customer service calls and complaints.

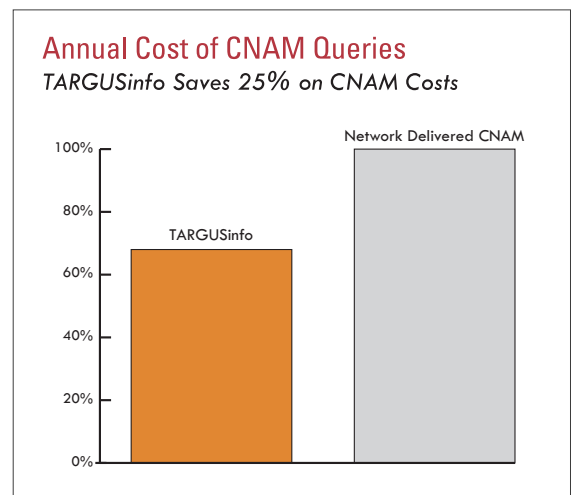
As a result, Directory Assistance providers offer an inferior CNAM service with less than 50% of the coverage.



LOWER CNAM COST

Network CNAM, on average, has a cost basis 25% higher than TARGUSinfo's CNAM service — saving our customers millions of dollars monthly, while getting an equivalent or better CNAM service.

The cost structure of Network CNAM is burdened by a fragmented network delivery system, uncompetitive tariffs and contract rates, and the exclusive practices of the major carriers. TARGUSinfo offers simple routing administration from a single delivery network from a single CNAM repository — all resulting in substantial cost savings to our customers.





TARGUSinfo®

SIMPLIFY BILLING AND ROUTING ADMINISTRATION

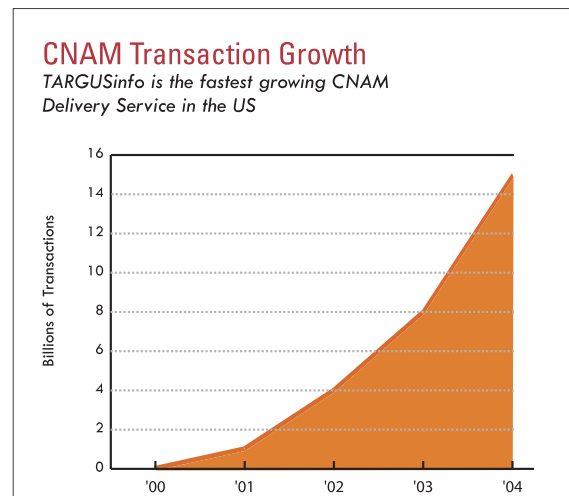
With other CNAM providers, you're required to spend countless hours on auditing bills, initiating charge backs, reconciliation efforts and other tedious administrative tasks associated with multiple network relationships.

With TARGUSinfo's CNAM services, those headaches are gone. Our nationwide coverage allows you to only process one statement and eliminate the administrative burden.

FASTEST GROWING CNAM SERVICE

Over thirty esteemed telephone carriers have profited from our CNAM services, fueling our growth to over 15 billion CNAM queries a year — proving that TARGUSinfo offers top-quality information with the greatest return on your investment.

In fact, our customers are so satisfied, they've made us the fastest growing CNAM provider in the country.



ABOUT TARGUSINFO

Since its founding in 1993, TARGUSinfo has pioneered the development of real-time caller intelligence to help companies more productively process customer and prospect transactions. Through patented processes, the company links virtually every household and business telephone number in the US with information including a name, postal address, predictive household buying behavior scores, and risk management and store locator information. A privately held company, TARGUSinfo is headquartered in Vienna, Virginia.

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