



President's Corner

Dave DeMarsh, President and COO

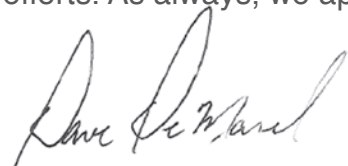
In our last Newsletter, I mentioned that I-Behavior would be introducing some new products and services in 2010. I'm happy to announce that we have developed some powerful, new data enhancement products that are now available to help you grow your business.

In this edition of *I-Behavior Connect*, Andy Kamlet, General Manager of I-Behavior's Database Enhancement Solutions, will introduce some of these new products designed to help companies improve response rates and expand their communications with current customers and prospects.

I-Behavior customers will benefit from the following:

- The ability to create more personalized messages to customers and prospects by gaining insight into their interests and buying patterns.
- Improved response rates by reaching customers through multiple channels including telephone and email.
- The opportunity to target prospects who aren't currently part of your customer file, but are active consumers of the types of products you offer.

We're excited about this opportunity to offer these new data products to bring improved performance to your direct marketing efforts. As always, we appreciate the opportunity to work with you.



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Database Enhancement Solutions

Data File Enhancement – perhaps your housefile just needs a bit of sprucing up. If so, I-Behavior can provide an overlay of transactional data onto your customer file that includes up-to-date purchasing information, such as RFM statistics, as well as information about buying interests that describe your customers more fully.

Demographic Data Append – choose from a wide variety of demographic data elements, including consumer interests, life event profiling, vehicle information, technology usage and other insightful data.

Inferred Mover – because I-Behavior receives continuous updates on consumer purchases, we can identify when purchases are made by your customers from a new address. Available on a one-time basis or as a subscription, this service offers a substantial volume of potential movers, identified independent of NCOA.

Addressable Audiences – I-Behavior has taken each consumer purchase and categorized them into one-to-many categories called Shopper Segments (which describe actual purchasing categories) and Buyer

(continued)

Spring is Here. Is It Time to Spruce Up Your House File?

Andy Kamlet, GM, Database Enhancement Solutions

When my wife and I bought our first home, it was brand new. The walls were white and the rooms needed furniture. But, for the most part, there wasn't a lot of work that had to be done. Recently, my wife and I have been assessing the state of our house and realize that it's time to do a bit of updating. While we've kept up with some interior decorating, there are other aspects of the house that need updating. If your situation is similar, you may be considering the amount of investment you should make to update your home. Because a wise investment in the right areas can significantly improve the value of your home.

The same can be said about your customer file. When your business first got underway, your housefile was new and likely in great shape. You probably did a few things to make the database work well for your offers, but you also had to focus your attention on other aspects of the business. But as time has worn on, what's that state of your customer database? Is it in need of some updating? Could it use "sprucing up" and some wise investment? If so, then I-Behavior is ready to assist.

We are pleased to announce the first of many new products from I-Behavior called Database Enhancement Solutions, a wide selection of offerings designed to help enhance the value of your housefile and improve the insight you have about your customers. In the sidebar of this newsletter, I've briefly described our Database Enhancement Solutions and invite you to learn more about how these products could be useful to your business. In the coming months, you'll be hearing about additional Database Enhancement Solutions that we are developing that are focused on bringing value to your housefile and your business.

To learn more about how these solutions can work for you, please contact either me or Sue Gloeckner:

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Database Enhancement Solutions (continued)

Bubbles (which present a lifestyle view of buyers), giving you insight into other shopping categories and customer behaviors that you may use to enhance and focus your efforts.

Reverse Email Append – if you have a set of collected email addresses, but don't have associated names and postal mailing addresses, this service is the solution. I-Behavior tracks more than 100 million email addresses tied to mailable addresses, with some of the highest match rates in the industry.

Email Address Append – for those looking to reach their customers through email, but lacking a complete set of email addresses to match to their contact records, our email append service provides a solution. This offering matches the postal address from your database to a 100% Opt-in, CAN-SPAM Compliant email database, giving you another effective channel to reach your customers.

Telephone Number Append – similarly, if you lack telephone numbers for your customers and want to reach them over the phone, I-Behavior can help. Backed by a database of over 110 million consumer and 30 million business contact phone numbers, you can confidently reach your customers using this responsive channel.