

PAISLEY GROUP STUDY

CallerName Audit Confirms Once Again The TARGUSinfo Caller Name Service is Superior to Network CNAM in Name Coverage and Accuracy

Broad Independent Study by the Paisley Group confirms why TARGUSinfo continues to be the dominant and fastest growing CNAM Delivery Service for both Wireline and Wireless Listings

“TARGUSinfo continues to supplant Network CNAM in coverage while maintaining Network quality and accuracy and has further widened the gap by providing extended coverage of wireless CNAM listings.”

*- Meg MacRae
Managing Partner
The Paisley Group*

Vienna, VA., September 1, 2008 – All telecoms - Cable, VoIP, ILECs, CLECs, and most recently Wireless - are seeking the optimal customer-facing CNAM offering with the best coverage and accuracy. These telecoms also want built-in cost savings and technical simplicity over traditional Network CNAM. According to the Paisley Group Study, your best option is the country's fastest growing alternative CNAM provider – TARGUSinfo.

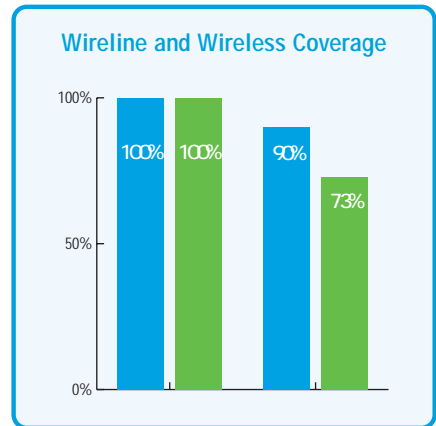
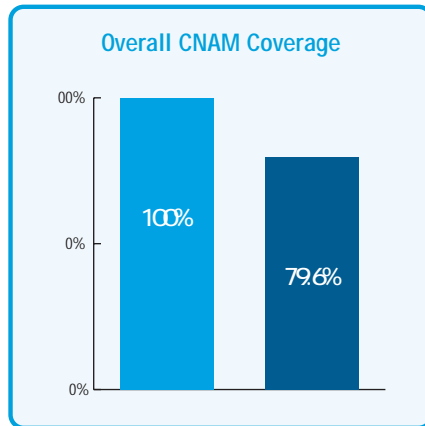
In the 2008 study just released by the Paisley Group, the TARGUSinfo Caller Name Service was judged *equal to or superior* to Network CNAM services in both data accuracy and coverage; and, in an extended study, the TARGUSinfo Caller Name Service outperformed other national repository files in both coverage and customer satisfaction.

“We are delighted that, once again, an independent audit has confirmed that our investments in our Wireline and Wireless CNAM Service have propelled us to exceed Network CNAM Service and at a lower cost with greater customer satisfaction for our 160 telecom customers” said George Moore, CEO, TARGUSinfo.

Again, TARGUSinfo Scores Highest Across All CNAM Criteria

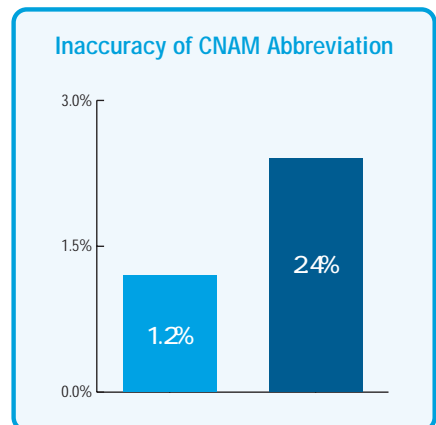
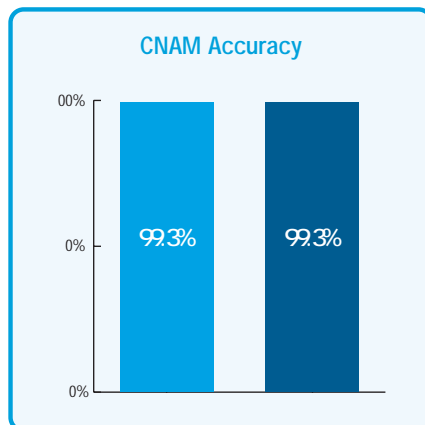
Coverage

TARGUSinfo Caller Name Service delivered information for 100% of wireline and wireless listings, compared with only 79.6% from Network CNAM. Additionally, Network CNAM only delivered information for 90% of wireline listings and 72.7% for wireless listings.



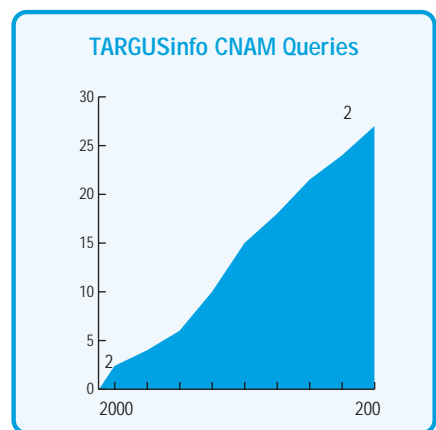
Accuracy

When it comes to accuracy TARGUSinfo not only matches Network CNAM with a 99.3% accuracy rating, it exceeds Network CNAM in customer satisfaction when it comes to abbreviating consumer and business names that exceed the 15 character limitation.



Cost

Economics do not favor Network CNAM with its tradition of charging for every query whether you get a CNAM or not, with its uncompetitive tariff structure, and its expensive network architecture for transport costs. The TARGUSinfo alternative CNAM service is delivered at a lower cost and with higher customer satisfaction. Today, over 160 cable operators, VoIP, ILECs, CLECs and Wireless Carriers have switched from traditional Network CNAM to TARGUSinfo and we now fulfill over 27,000,000,000 CNAM queries per year – that is an average of 74 million CNAM queries every day!





About the Paisley Group

The Paisley Group Ltd. is the industry's leading DA/OS consulting company and measurer of database accuracy, customer fulfillment, and customer care. The Paisley Group works with clients to develop existing potential and leverage new opportunities, defining goals and challenges, gathering and analyzing data, and developing effective methods for optimizing operations and achieving objectives. www.thepaisleygroup.com

About TARGUSinfo

Since its founding in 1993, TARGUSinfo has pioneered the real time delivery of caller information and attributes 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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"The Paisley Study reaffirms the value of our coverage, data quality, and customer support while saving our customers millions of dollars over Network CNAM. We are the fastest growing company that provides a single source for CNAM services across the US, and our data quality is unequalled. All this amounts to tremendous value for our customers."

*- Dennis G. Ainge,
EVP, TARGUSinfo*

