


Corporate Profile

Marketing Strategy: Adding Intelligence to Information



Adding Intelligence to Information reflects Claritas' holistic approach to providing client solutions and our commitment to fostering marketing innovation. The result of our work allows our clients to go beyond conventionally accepted marketing strategies to capitalize on new opportunities and existing potential.

Claritas' rigorous methodologies behind the vast data resources and cutting-edge technologies we use to deliver marketing strategy applications secure our position as the leading provider of intelligent marketing information. Decades of precision marketing leadership, combined with deep industry expertise, create highly targeted solutions that capture nuances within market segments. Our success is measured in terms of your return on investment.

Claritas partners with you to develop your best practice, closed loop marketing strategy. We do this by implementing our proven marketing process, one that spans all aspects of your marketing life cycle.

Discovery, strategy and implementation

We rapidly apply pertinent marketing information to your specific business strategies: research for strategic planning, insight into increasing market share and retention, segmentation for testing marketing applications, or targets for creating successful promotional campaigns. We help you maximize profitability by focusing on targeted, measurable marketing programs and enterprisewide technology solutions. Our commitment to providing the very best information and solutions is reflected in our mission objectives:

- To provide business intelligence, tools, and marketing strategy services that enable our clients to reduce the cost of customer acquisition and grow customer value.
- We are committed to delivering innovative, high-quality products and services through an exceptional combination of information, technology, insight and customer support.
- We operate in an ethical manner with utmost integrity, and recognize our responsibility for improving the quality of life in our communities.

Custom data marts

Imagine the ultimate marketing strategy that integrates your internal transactional data with relevant external market data. Many companies have invested millions of dollars in data warehousing initiatives and database marketing programs, yet still don't have the answers they need to address their marketing and sales management objectives.

Claritas specializes in building easily accessible marketing data marts that house all—and only—the information that you need. Only Claritas client data marts can draw on data from the nation's most comprehensive source of information about America's households, neighborhoods and businesses. Your custom Claritas data mart combines real market context and potential with your customer data for better business answers.

Industry consulting and client service

Our industry experts come from businesses like yours and offer the insight and knowledge that can only come from actual industry experience. Their mission is to understand your business challenges and opportunities to create solutions that combine information, technology and innovation in ways that improve your bottom line.

The Precision Marketing Institute

Claritas' Precision Marketing Institute (PMI) keeps our clients at the forefront of marketing techniques and solutions. The Institute is a one-stop resource for industry best practices, case studies, training programs, workshops and seminars. Our goal, through the PMI, is to provide thought leadership on the next generation of marketing programs and processes.



Enterprisewide technology marketing solutions

We believe that technology and information are only a means to an end. We know that you don't need another software package—you need a high-return marketing strategy that delivers a sustainable competitive advantage. Claritas creates technology solutions that generate more profit for our clients.

Claritas draws on a portfolio of proven data mining, analysis, and reporting tools and technology that is the result of more than 30 years of feedback and input from our clients and industry experts. We automate marketing in unprecedented ways by providing a range of standard, custom and new technologies, including intranet- and Internet-enabled data marts.

The real value of our approach is not found in the technology we use, but in the way our developers team with our industry experts to achieve industry- and client-specific implementations. We create new data mining environments that let you understand and use the information to meet or exceed your ROI objectives.

For over 30 years, Claritas has armed businesses with the information foundation—the data, tools, applications and expertise—needed to examine, target and execute profitable marketing opportunities. We are dedicated to providing solutions for:

- Enhanced one-to-one communications and marketing
- Improved identification, acquisition and retention of profitable customers
- Effective and efficient database marketing
- Reduced sales and marketing cycles
- Shorter time-to-market cycles
- Dynamic sales channel management
- Optimized site selection

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Claritas' targeted solutions can address your toughest marketing strategy decisions.
Call **(800) 234-5973** today or visit **claritas.com**.