



NextMark Releases 3Q09 Data Card Quality Report

Hanover, NH, October 17, 2009 --(PR.com)-- NextMark, Inc., a leading provider of direct marketing tools and [mailing lists](#) technology, today published its third quarter 2009 Data Card Quality Report. The report ranks list management firms based on the number of titles managed and the quality of data cards in their portfolio.

Among the findings were double-digit improvements over last quarter from the following list management companies in the 500+ titles category: Manning Media International (up 24.8%), Paramount Lists (up 15.1%), and Macromark (up 14.5%).

Carney Direct Marketing (up 24.7%) and The Information Refinery (up 23.1%) were most improved in the 250 - 499 titles category, posting average data card quality scores of 94.6 and 99.2 respectively.

Q5 List Marketing (up 17.4%) and World Innovators (up 17.2%) also showed double-digit improvements in the 100 - 249 titles category.

There were three perfect scores in the 50 - 99 titles category from Profile America (up 0.1%), Direct Market and B2B (both new to report). Five list management companies showed double-digit improvements from this same category: Walker & Company (up 24.7%), Quantum List Marketing (up 24.6%), True North List Marketing (up 20.5%), Name-Finders Lists (up 20.3%), and Mazzone Marketing Group (19.2%).

Veteran list managers understand that quality data cards have a positive impact on prospective list buyers.

"Our clients have relied on our direct marketing expertise and list quality for over 20 years. We are pleased to be among the elite group of list managers for exceptional data card quality," says Brian Clotworthy, Executive Vice President at The Information Refinery. "The data card often makes a first impression to list brokers, agencies and mailers. We stand behind our data and that's all the more reason to make sure that our data cards reflect our commitment to quality as well."

The first quarterly data card quality report was published in February 2008. Since that time, the report has been used to measure the completeness and recency of information on the data card. This helps to ensure that direct marketers have the information they need to make good prospect list purchasing decisions.

NextMark continues to refine and improve its scoring algorithm to account for innovations, such as the ability to add mailing list profiles and quantitative information directly from the service bureau.

The next report will be published in January 2010, when the bar will be raised to account for the high-definition analytics presented in the list profile section of the data card during the fourth quarter of 2009.

Individual data card scores are presently calculated using a weighted average of thirteen attributes, with



an emphasis on recent updates. A list manager's score is the average of all the data card scores in their portfolio. The third quarter 2009 Data Card Quality Report includes a ranking of list management companies by data card quality. With an exception to include 7 companies with perfect scores in category II, the top 5 companies for each category are listed below:

Category I (500+ Titles)

Edith Roman & ePostDirect

Complete Mailing Lists

ALC

Manning Media International

Statistics

Category II (250 - 499 Titles)

Lighthouse List Company

List Bargains

Dunhill International

Media Source Solutions

PCS Mailing List Company

The List Experts

List Connection

Category III (100 - 249 Titles)

Integrated Business Services

Complete Medical Lists

eTargetMedia.com

Political Fundraising Lists

DM2

Category IV (50 - 99 Titles)

Profile America List Company

Direct Market (new to report)

B2B (new to report)

NCRI List Management

Options Media Group

For a complete report of the top list managers, including risers and fallers, visit NextMark's web site:
<http://www.nextmark.com/mmse/top50-list-managers-dccqr.html>.

About NextMark, Inc.

NextMark provides tools and resources that help organizations to buy mailing lists, sell mailing lists, and learn about mailing lists. NextMark currently indexes and tracks more than 74,000 mailing lists from 1,200+ sources. Its solutions have been proven through more than 4,000,000 mailing list searches and 75,000 direct marketing campaigns for thousands of catalog merchants, retailers, fundraisers, politicians, banks, telcos, entertainers, broadcasters, publishers, and other organizations that reach their market directly. NextMark is a privately held corporation headquartered in Hanover, New Hampshire USA and on the web at www.NextMark.com with its Marketing Information Network list services operation located in Edmond, Oklahoma and on the web at www.minokc.com.



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