



FOR IMMEDIATE RELEASE
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**DATALINE Announces the Creation of a New Data Processing Center,
*Dataline Analytics***

Princeton, NJ – DATALINE, a leading provider of consumer information and modeling services, announces the creation of *Dataline Analytics*, located in Paramus, New Jersey. *Dataline Analytics* is the new data processing and fulfillment arm of DATALINE, specializing in merge/purge, data hygiene, NCOA, file enhancement, database maintenance, and order fulfillment. Led by Bob Ferry, Vice President of Operations, *Dataline Analytics* consists of a team of highly skilled programmers each with over 30 years of industry experience.

“Expanding our product line to include data processing and order fulfillment services is a logical next step for us. Acquiring a state-of-the-art data processing facility is consistent with our growth trajectory and allows us to offer a full suite of database products to the direct marketing community,” says DATALINE President, Paul Sobel. “*Dataline Analytics* will enable us to grow our new publishing co-op and continue to leverage our modeling expertise,” he added.

“We are happy to be part of the DATALINE family,” said Bob Ferry. “The primary role of this new group is to service the data processing needs of DATALINE as well as those of our clients. Our experience working in the information industry makes this a natural fit.”

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DATALINE, Inc., founded in 2000 by Paul Sobel, is a direct marketing information company offering consumer data from a proprietary database of over 235 million individuals with over 1,000 different demographic, psychographic and transactional selections. DATALINE'S products and services include: targeted mailing lists, sales leads, data enhancement, custom modeling, and publishing co-op.

For further information please contact Sharon McClellan at (609) 452-6014, ext. 104, email us at smcclellan@datalinedata.com, or visit our website at www.datalinedata.com.

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