



FOR IMMEDIATE RELEASE  
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### **Dataline Announces the Addition of Consumer Email Addresses**

Princeton, NJ – Dataline, Inc., a leading compiler of consumer information and modeling services, is pleased to announce the addition of Consumer Email Addresses for database selection and file enhancement.

Dataline's email addresses are a valuable tool that allows marketers to reach new prospects, keep in touch with current customers and/or restore inactive buyers. By combining Dataline's mail order buyer categories with a broad base of transactional selections, such as recency, frequency or monetary value, Dataline has been able to open up a mail responsive universe of email prospects.

"Email addresses are a welcome addition to our database," says Paul Sobel, President and CEO of Dataline. "Email Marketing only continues to increase in popularity and Dataline's email addresses can be selected in concert with any of our hundreds of demographic selections as well as being appended to in-house customer files. We also offer email addresses to all of our custom modeling clients."

Susan McNamara, Dataline's Vice President of Sales, "Selecting those individuals with email addresses gives direct marketers the ability to reach new prospects electronically, by traditional mail, or both. Multi-channel marketers can get their message out in more than one way and create personal connections with new prospects and existing customers."

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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. Datalines's products and services include: targeted mailing lists, sales leads, data enhancement, multi-channel marketing and custom modeling.

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