



FOR IMMEDIATE RELEASE
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CONTACT: Sharon McClellan
(609) 297-8928
smcclellan@datalinedata.com

DATALINE Announces New Corporate Headquarters

Princeton, NJ – DATALINE, Inc., a leading compiler of consumer information and modeling services, is pleased to announce a new corporate headquarters located at 5 Vaughn Drive, Suite 307, Princeton, New Jersey 08540.

“We are delighted with our new location,” said Paul Sobel, President and Owner of DATALINE. “In addition to having sales offices located throughout the tri-state area, many of our clients, such as large brokerage houses, direct mailers and publishers, are now within an easy commute. Having Princeton as a headquarters and home base gives us the flexibility to provide personal service and custom data solutions both locally and nationwide.”

DATALINE’S Senior Vice President of Sales, Lorrie Latzen, “Dataline’s deep roots in the Direct Marketing Industry and strong presence in the greater metropolitan area makes Princeton an ideal location for a new headquarters.”

Susan McNamara, DATALINE’S Vice President of Sales - New York, “Working out of our New York City location, Princeton is a quick train ride away conveniently located across from the Princeton station. This new office will support Dataline’s strong growth and provide a central location for our clients to gather and support their direct marketing needs.”

DATALINE, Inc.
5 Vaughn Drive
Suite 307
Princeton, NJ 08540
Tel: 609 297 8928
Fax: 609 951 0025
www.datalinedata.com



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 500 different demographic, psychographic and transactional selections. DATALINE'S products and services include: targeted mailing lists, sales leads, data enhancement and custom modeling.

For further information please contact Sharon McClellan at (609) 297-8928, email us at smcclellan@datalinedata.com, or visit our website at datalinedata.com.

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