



FOR IMMEDIATE RELEASE
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Dataline Announces its Newly Updated Website

Princeton, NJ – Dataline, Inc., a leading compiler of consumer information and modeling services, is pleased to announce the release of its newly updated website, datalinedata.com.

Datalinedata.com provides information on the consumer database products and services offered by Dataline, including its new Multi-Channel Marketing program and instant on-line count system, *DatalineExpress*.

“We are excited about the release,” said Paul Sobel, President and CEO of Dataline. “The new website is user-friendly and features information on Dataline’s products and services all in one location. Keeping our clients and on-line visitors well informed is very important to us and with datalinedata.com we can distribute information in a timely manner.”

“Dataline’s newly updated website, datalinedata.com, gives direct marketers a quick snapshot of Dataline and how we can provide data solutions for their sales and marketing needs,” says Dataline’s Senior Vice President of Sales, Lorrie Latzen. “Datalinedata.com is an excellent on-line resource for direct marketers who are interested in targeting the consumer market. And it also provides an excellent way for Dataline to communicate directly with our clients and new visitors”

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

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demographic, psychographic and transactional selections. Dataline's products and services include: targeted mailing lists, sales leads, multi-channel marketing vehicles, 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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