



FOR IMMEDIATE RELEASE
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**Dataline Announces a New Database Service,
*Dataline Reactivation***

Princeton, NJ – Dataline, Inc., a leading compiler of consumer information and modeling services, is pleased to announce a new database service, *Dataline Reactivation*. *Dataline Reactivation* is a data solution aimed at reviving and rejuvenating expires, lapsed donors, inactive catalog buyers and customers lost to competition.

By using detailed transactional information, *Dataline Reactivation* allows you analyze the current purchasing behavior of inactive customers in order to make decisions on who to mail to and how to get them responding again.

“Reactivating past customers is an excellent way to renew customer relationships, gain repeat business and increase revenues,” says Dataline President, Paul Sobel. “In today’s economy, maintaining your customer base and regaining market share will make a difference in your overall bottom line.”

Lorrie Latzen, Dataline’s Senior Vice President, “Reactivating enables direct marketers to bring old customers back to life and increase sales by targeting past customers who are already familiar with your products and services. Reactivating with Dataline can uncover a new source of leads right at your finger tips and turn your inactive customer base into responsive buyers.”

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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.

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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