

Tracesmart now provide mobile number search

Submitted by: Tracesmart Ltd

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Tracesmart, leading providers of debtor tracing tools and electronic identity checks (<http://www.tracesmartcorporate.co.uk/identity-checks/>), have today announced that they have integrated 3 million mobile telephone numbers into their database. The data is being utilised by Tracesmart's online tracing systems but will soon be offered in the company's other services. The addition of mobile telephone numbers further expands the data sources which Tracesmart's clients can call upon when attempting to trace people (<http://www.tracesmartcorporate.co.uk/trace-people/>).

At present no UK telephone directory exists for mobile telephone numbers so by incorporating mobile numbers into their system, Tracesmart through their corporate arm - Tracesmart Corporate (<http://www.tracesmartcorporate.co.uk/>) can offer unique service functionality to their customers. Mobile telephone numbers are especially valuable when attempting to trace gone aways as the majority of people keep the same mobile telephone number despite moving residence.

Commenting on the usage of the newly assimilated mobile phone data, Paul Weathersby, Technical Director for Tracesmart, said, "In the first instance we have integrated the mobile phone records into our online people tracing facility, if we have a mobile number for a trace subject we will display it in the profile window."

Speaking further Weathersby noted that the mobile telephone number data will soon be utilised in various other Tracesmart services – these include their e-ID service, mortality screening (<http://www.tracesmartcorporate.co.uk/mortality-screening/>) and gone away system (Existence), and data cleansing (<http://www.tracesmartcorporate.co.uk/data-cleansing/>) solution.

The acquisition of 3 million mobile telephone numbers is one of many data coups for Tracesmart in 2008 as Mike Trezise, Managing Director for Tracesmart, pointed out, "This year has seen us release a variety of new services and greatly improve our service portfolio. I have attributed this largely to our continued successful attainment of new data and the hard work of our now greatly expanded IT team. Our customers can definitely look forward to, and expect, bigger and better things of Tracesmart in 2009 as we strive to stay at the forefront of consumer intelligence provision through cutting-edge technology and diverse data."

Notes to Editors

Tracesmart Limited - was formed in 1999 and supply a diverse range of consumer data cleansing, identity check and tracing tools to a wide variety of industries. Their client base ranges from SME to Blue Chip, who are all recipients of bespoke solutions, built around their specific needs. Paul Weathersby – Tracesmart's Technical Director, Weathersby is the driving force behind the development and production of Tracesmart's suite of web-based services, and manages and directs their experienced IT team.

Mike Trezise - is the founder and Managing Director of Tracesmart. With over 25 years tracing and fraud

analysis experience his unrivalled knowledge provides the company with a distinct competitive advantage.

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Images available on request.