

infoGroup Signs New Agreement with Alterian

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Contract Provides Expanded Alterian Platform to Customers

LONDON – 4 March, 2009 – Alterian (LSE: ALN), a leading international integrated marketing platform provider, today announced that infoGROUP (NASDAQ: IUSA) has signed a new and expanded agreement. infoGROUP has partnered with Alterian since 2001 and utilizes Alterian technology to underpin hosted database offerings and other solutions across its company.

infoGROUP is a leading provider of integrated multi-channel marketing solutions with a broad range of database clients utilizing Alterian's software applications. This agreement provides for existing and new clients to continue to benefit from the substantial expertise infoGROUP and Alterian have gained by partnering together in North America. In addition, infoGROUP will make available to its clients the new technology and tools that Alterian has and will be developing.

"We are delighted to sign this new long term agreement with Alterian" said Ed Mallin, President of infoUSA Services Group. "infoGROUP was the first major U.S. Database Marketing Service Provider to adopt Alterian technology in North America, and we have built a significant customer base using this platform with a skilled and experienced team." Rakesh Gupta, President of infoGROUP National Accounts added, "We are looking forward to expanding our suite of database marketing platform products with the Alterian solution as an important part of infoGROUP's overall delivery strategy."

"infoGROUP is an important partner for Alterian in North America, and we are delighted to be extending and expanding our very productive relationship," said David Eldridge, Chief Executive Officer of Alterian. "We look forward to working with infoGROUP and its clients over the coming years to provide innovative new products resulting from our substantial ongoing Research and Development program."

About Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoGROUP, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON,

Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com.

About infoGROUP

infoGROUP (www.infoGROUP.com) (NASDAQ: IUSA), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. Content is the essential ingredient in every marketing program, and infoGROUP has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The infoGROUP database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use infoGROUP products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. infoGROUP headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To know more about Sales Leads, click www.infoGROUP.com.

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