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## ***infoGROUP* Joins Together Nonprofit Industry Leaders, Offering Unparalleled Products and Services**

(OMAHA, NE) — *infoGROUP* (NASDAQ: IUSA), the leading provider of data driven and interactive resources for targeted sales, marketing and research solutions today announced it is leveraging the Company's knowledge and expertise in the nonprofit arena by combining May Development Services and Triplex to create *infoGROUP* Nonprofit.

"*infoGROUP* Nonprofit delivers a full range of postal and digital direct marketing services to our nonprofit clients," said Ed Mallin, President, *infoGROUP* Service Group. "Creative, print and digital campaigns, audience targeting, data processing, in-depth analytics; the *infoGROUP* Nonprofit team is the industry leader in each of these areas. This is exciting news for our client base."

Larry May, who founded May Development Services in 1993 and now serves as President of Direct Media | Millard added, "The combined group creates a single strategic solution for clients and will service the complete nonprofit market including health, religious, environmental, political, animal welfare and social service fields."

Gretchen Littlefield will serve as President of *infoGROUP* Nonprofit, reporting directly to May. Littlefield commented, "As direct marketers seek donors from a wider variety of sources, nonprofits are looking to do more than buy lists and delete duplicates. They are looking for strategic guidance in finding the right *people* to contact with the right message, in the right media. This new relationship will enable us to combine our strategic resources at every stage of the acquisition and renewal process for a better return on the client's investment," she added.

Both companies have embraced new technology such as utilizing social networks and online lead generation to bring their clients to marketing's leading edge. Together, clients will benefit from a wealth of fundraising experience and innovative products and services addressing today's toughest marketing challenges, including staying relevant to an increasingly diverse audience.

"Technology is really driving the future," Littlefield said. "To make the greatest impact, we've got to constantly be changing to reach donors and prospective donors in ways that naturally fit their lifestyle. Online or on the go, it's about connecting people to the causes they care about most."

### **About *infoGROUP***

*infoGROUP* (NASDAQ: IUSA) is the leading provider of data and interactive resources that enables targeted sales, effective marketing and insightful research solutions. Our information powers innovative tools and insight for businesses to efficiently reach current and future customers through multiple channels, including the world's most dominant and powerful Internet search engines and GPS navigation systems. *infoGROUP* headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127. For more information, call (402) 593-4500 or visit [www.infogroup.com](http://www.infogroup.com).

Statements in this announcement other than historical data and information constitute forward looking statements that involve risks and uncertainties that could cause actual results to differ materially from those stated or implied by such forward-looking statements. The potential risks and uncertainties include, but are not limited to, recent changes in senior management, the successful integration of recent and future acquisitions, fluctuations in operating results, failure to successfully carry out our Internet strategy or to grow our Internet revenue, effects of leverage, changes in technology and increased competition. More information about potential factors that could affect the company's business and financial results is included in the company's filings with the Securities and Exchange Commission.