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***infoUSA Partners with GeoSpot to Provide Enriched Content  
for Location Based Services Applications  
Enhanced Data Essential to the Next Generation of Search***

(OMAHA, NE) – *infoUSA* Licensing, a division of *infoGROUP* (NASDAQ: IUSA), today announced customers can now receive enhanced content through a new partnership with GeoSpot. Additional data such as services, brands, facilities, descriptions, hours of operation and specialty characteristics provide another level of granularity for Point of Interest (POI) listings and a more robust product offering for *infoUSA* customers.

GeoSpot provides business characteristics not typically available in current Location Based Services (LBS) applications, including if the business is green-certified, handicap accessible, has onsite facilities or is kid-friendly. GeoSpot also collects dynamic information consumers can use to determine details such as if a business is now open, serving breakfast or Spanish-speaking.

This enhanced content can be linked to the corresponding *infoUSA* telephone verified business data which includes company name, phone number, address and business category (SIC Codes). By using *infoUSA*'s unique ID Numbers, search and navigation partners can sync the additional details to *infoUSA*'s POI data in a simple and succinct process.

“GeoSpot’s comprehensive suite of enhanced data will enable our local search and navigation customers to have access to the essential information consumers are searching for,” said Jim DeRouchey, President, *infoUSA* Licensing. “The ease of implementation of the data makes it simple for our LBS partners to incorporate the additional content into their applications.”

“GeoSpot provides the highest definition and granularity of local information to enhance relevance in local search results, which expands the possibility to invent a new generation of local information search and presentation methods by mobile and navigation developers,” said Joe Chen, CEO of GeoSpot, Inc. “Along with *infoUSA*'s most reliable business content, GeoSpot’s enhanced data will help *infoUSA*'s directory and navigation customers be well-positioned to deliver state of the art LBS product offerings.”

In addition to enhancing POI content for local search and navigation applications, GeoSpot’s content can also be valuable for *infoUSA*'s 411, concierge, mobile, mapping and location-based clients.

*infoUSA* remains a leading provider of proprietary business databases to the local search, navigation and directory service industries. For more information, please contact Jim DeRouchey, President, *infoUSA* Licensing, at 402-537-7915 or [jim.derouchey@infousa.com](mailto:jim.derouchey@infousa.com).

**About GeoSpot**

GeoSpot, Inc. is the leading provider of next generation location-based information technology. We license enhanced local information in United States (and soon major cities around the World) to LBS developers. To maximize effective use of the enhanced data, GeoSpot also offers its scalable advanced local search engine as an embeddable component in consumer appliances or as complete white-label service on the web and mobile phones. For more information, call (510) 494-8080 or visit [www.geospot.com](http://www.geospot.com)

**About *info*GROUP**

*info*GROUP ([www.infoGROUP.com](http://www.infoGROUP.com)) (NASDAQ: IUSA), founded in 1972, uniquely combines business and consumer information, marketing services and research solutions for sales, marketing and business professionals around the world. Our data and marketing solutions help companies of all sizes find new prospects, deepen relationships with existing customers and reach businesses and consumers at home, at work and on-line. *info*GROUP business data is also used by the top internet search engines and vehicle navigation systems to power their Point-of-Interest and business search capabilities. Our research solutions are used globally by organizations to solve complex problems, measure effectiveness and understand the attitudes and needs of their customers, citizens, employees and other key stakeholders.

*info*GROUP headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500 or by visiting [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.