



PO Box 27347  
Omaha NE 68127-0347  
Phone: (402) 596-8900  
Fax (402) 537-6104  
Internet: [www.infoGROUP.com](http://www.infoGROUP.com)

**FOR IMMEDIATE RELEASE**  
**October 15, 2008**

**CONTACT:**

**Jim DeRouchey**  
**President, *infoUSA* Database Licensing Division**  
Phone: (402) 537-7915  
E - Mail: [jimd@infousa.com](mailto:jimd@infousa.com)

**Bob Allan**  
**Urban Mapping, Inc.**  
Phone: 415-946-8170 x809  
E - Mail: [bob@urbanmapping.com](mailto:bob@urbanmapping.com)

**Urban Mapping and *Infousa* Announce Custom Product Offering**

*Urban Mapping tailors its neighborhood database product for rapid integration with infoUSA data to seamlessly associate business listings with contextually-relevant information*

**SAN FRANCISCO** -- Urban Mapping, Inc., the leading provider of location-rich content for interactive applications, announced an agreement with *infoUSA*, (NASDAQ: IUSA), the leading provider of proprietary business and consumer databases, local business listings for directories, Points of Interest (POI) for navigation systems, sales leads, direct marketing, email marketing and global information. Through this agreement, *infoUSA* customers can seamlessly link business listings with contextually-relevant neighborhood information from Urban Mapping's database of more than 60,000 U.S. neighborhoods represented in more than 2,700 cities and towns.

By linking Urban Mapping neighborhood boundary data with *infoUSA* business listings through a custom data integration solution, *infoUSA* customers can offer their end-users the ability to perform a search or look up by a socially defined and contextually-relevant neighborhood and not just by city or ZIP code. For example, interactive applications can allow users to search for "all pizza parlors in San Francisco's Mission District," and through the *infoUSA* business database associated to Urban Mapping neighborhood data, the end-user can return a listing of all pizza parlors that actually reside in the San Francisco's mission district neighborhood—as opposed to returning all pizza restaurants in overly-broad San Francisco.

"Our own analysis indicates that people search by neighborhoods at least 40 times more often than they search by ZIP-code, so the ability to offer search by neighborhood has become a must have for interactive publishers," said Ian White, Urban Mapping CEO. "We also know that searching by neighborhood allows for more targeted advertising, resulting in higher conversions. That's why Urban Mapping has crafted a custom solution to work seamlessly with *infoUSA* business listing data, allowing for straight-forward and rapid implementation. Now *infoUSA* data customers will have access to Urban Mapping's neighborhood data based on the unique ID and location of each business listing."

"By adding neighborhood look-up capability to *infoUSA* data via Urban Mapping neighborhood boundary data, our customers can gain additional leverage with the industry's richest and most contextually relevant business listing solution," said Jim DeRouchey, President, database licensing at

*infoUSA*. “We are excited to work with Urban Mapping to bring neighborhood-relevant and enhanced data to our yellow page, search engine, directory assistance and other online interactive application customers.”

In addition to more than 60,000 U.S. neighborhoods, Urban Mapping’s database also includes a collection of international boundary data corresponding to 20,000 neighborhoods across Canada and many European countries. Local search, mapping, GIS, location-based services, real estate, social networks and other interactive applications can tap Urban Mapping’s neighborhood boundary data through the company’s Urbanware: Neighborhoods™ database product.

Urban Mapping's neighborhood database is the most comprehensive database of its kind, enabling increased relevance for users and greater precision for advertisers. Urban Mapping accounts for the inherent 'fuzziness' in defining neighborhoods by using a patent-pending data model. By geographically encoding boundaries of thousands of neighborhoods, Urban Mapping provides precise latitude and longitude points for every neighborhood.

Urban Mapping will also present at *infoUSA*’s annual User Conference in Omaha, Nebraska, October 14 - 16, 2008.

**About Urban Mapping, Inc.**

Urban Mapping's location-rich Urbanware products enhance the value of local content for interactive applications. The company's flagship product, Urbanware™ Neighborhoods, is a database of informal space and is used by all major portals, map platforms and Internet yellow page publishers, including Google, Yahoo!, Microsoft's Virtual Earth, Idearc's SuperPages.com, MapQuest and AT&T's YellowPages.com. Urban Mapping also offers a database of mass transit systems and a novel geotargeting solution focused on the needs of local search. For more information about Urban Mapping, visit <http://www.urbanmapping.com> or call 415.946.8170

*Urban Mapping and Urbanware are trademarks of Urban Mapping, Inc. All other names are trademarks and/or registered trademarks of their respective owners.*

**About *info*GROUP**

*info*GROUP ([www.infoGROUP.com](http://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 *info*GROUP has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The *info*GROUP database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use *info*GROUP products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. *info*GROUP 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](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.