



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

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CONTACT:

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

Nagaraju Bandaru
Co-founder, BooRah
Phone: 408-761-0971
E - Mail: nbandaru@boorah.com

infoUSA and BooRah Partner to Bring Enhanced Content to the Mobile, Navigation and Local Search Markets

BooRah Provides Ratings & Reviews for infoUSA Restaurant Listings

OMAHA, Neb.--(BUSINESS WIRE)--Nov. 11, 2008— infoUSA Database License Division, a division of infoGROUP (NASDAQ: IUSA), the leading provider of proprietary business and consumer databases, local business listings for directories, POIs for navigation systems, sales leads, direct marketing, email marketing and global information, and BooRah, the ultimate personalized restaurant review guide, have entered an agreement to provide enhanced content to key location industries.

BooRah will provide ratings and reviews for approximately 150,000 of infoUSA's restaurant listings. BooRah's content will be linked to infoUSA's individual record ID Numbers, which can then be added to infoUSA's base record data including company name, address, phone number and category (SIC Codes).

BooRah's proprietary rating system incorporates information on ambience, price, food service and quality of food into one robust restaurant rating. The data is developed into a format that is ideal for mobile, navigation and online directory applications.

Jim DeRouchey, President of the infoUSA Database License Division, stated, "Our partnership with BooRah allows our customers access to superior restaurant ratings and reviews. The simplicity of integrating BooRah's content with our business data ensures an easy and accurate enhancement of the data. We are excited about our relationship with BooRah and will be continuing to add more enhanced content for our customers."

"BooRah's unique ratings and summaries offer a simple and convenient way for consumers to evaluate what's good and bad about a local restaurant" said Nagaraju Bandaru, Co-founder of BooRah. "We are excited to partner with infoUSA and provide our ratings and review summaries to their mobile, navigation and online directory customers".

infoUSA remains a leading provider of proprietary business databases to the local search, mobile and navigation industries. For more information, please contact Jim DeRouchey, President of Database Licensing, at 402-537-7915 or jim.derouchey@infousa.com.

About *info*GROUP

*info*GROUP (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.

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.

About BooRah

BooRah is the ultimate personalized review guide, providing a smarter way to find great restaurants. BooRah's patent-pending summarization technology automatically condenses a comprehensive collection of online reviews from bloggers, professional critics and consumers, and delivers these results in the most relevant fashion to a consumer. BooRah's technology helps local business owners track their reviews reputation online and capitalize on the growing trend of user-generated recommendations. Founded in 2006, BooRah is funded by Storm Ventures and private individuals. Learn more at www.BooRah.com.