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***infoUSA's Data Helps Center'd Deliver Intent Based Local Search and Discovery***  
***Center'd Uses infoUSA Data Based on Superior Accuracy and Reliability***

(OMAHA, NE) – infoGROUP (NASDAQ: IUSA), the leading provider of data driven and interactive resources for targeted sales, marketing and research solutions today announced its infoUSA data continues to win contracts to power premier local sites including Center'd (<http://www.centerd.com>), a local search and discovery company that organizes and distributes local content based on intent categories, such as kid-friendly, romantic, and more.

“Building a reliable intent-based search and discovery engine requires accurate and complete base data listings,” said Chandu Thota, co-founder and chief technology officer of Center'd. “By using infoUSA as our base data provider, we're able to remain focused on developing a differentiated local search experience, based on deep semantic analysis of local content on the Web”.

Using its “Flavored Local” Technology, Center'd enables people to find places and [things to do](#) by intent categories, which include kid-friendly, romantic and outdoor, among others. Center'd has also created detailed, intent-based [city guides](#) for top metros in the U.S. that are available on its website and iPhone app. infoUSA's database of over 14 million US businesses coupled with flavored local content from Center'd enables people to find the most relevant, current, and accurate businesses and places for any neighborhood across the U.S. based on their intent.

“infoUSA's business content combined with unique technology and functionality from Center'd provides users with the most relevant and timely local search results,” said Jim DeRouchey, President, infoUSA Licensing. “infoUSA's proprietary compilation and verification process ensures that all of our business listings contain the most current and accurate information available. Making this valuable and timely infoUSA data available to Center'd users gives them the most reliable and comprehensive information available to make intelligent planning decisions.”

Leveraging infoUSA's data, Center'd has also developed publisher tools that enable infoUSA customers and other sites to add unique local content and monetization to their properties. By using the Center'd widget or API, publishers can provide their audiences with unique intent-based local content and generate revenue. More information can be found at <http://www.centerd.com/t/widgets>.

**About infoUSA Licensing**

infoUSA Licensing, a division of infoGROUP (NASDAQ: IUSA), is a leading provider of proprietary business and consumer database solutions to value added resellers (VARs). infoUSA's comprehensive suite of databases are utilized in business-to-business applications including global information systems (GIS), mapping, research, marketing, verification and analytical applications. infoUSA's verified Point of Interest (POI) data powers business-to-consumer solutions including Internet and local search, directory assistance, mobile devices, global

positioning systems (GPS), navigation systems and location-based (LBS) applications. To learn more, please visit us at [www.license.infousa.com](http://www.license.infousa.com) or call (866) 661-7682.

#### **About Center'd**

Center'd ([www.centerd.com](http://www.centerd.com)) is a local search and discovery company that organizes and distributes local content based on intent categories or "flavors," such as kid-friendly, romantic, outdoor, and cheap, among others. By analyzing millions of Web-wide conversations about places using a patent-pending semantic analysis engine and relevance algorithms, Center'd has created a unique and growing index of more than 1 million places across the U.S. classified by intent. This novel approach enables Center'd to deliver a more relevant and personalized local experience. Center'd uses this unique content on its website and mobile applications in search and flavored city guides, and also distributes it to a growing partner network through widgets and APIs.

Headquartered in Menlo Park, California, Center'd is led by former Microsoft and Yahoo! executives, and is funded by Norwest Venture Partners and KeyNote Ventures.

#### **About *info*GROUP**

*info*GROUP (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. *info*GROUP 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.