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## **infoUSA and UniversalBusinessListing.org (UBL) Partner to Provide Online Business Profile Listing Service**

*In a major step towards profile standardization, infoUSA's Express Update capabilities are added to UBL to speed posting of listings to search engines and directories*

OMAHA, NE – infoGROUP (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, today announced a partnership with UniversalBusinessListing.org to offer an integrated service that adds infoUSA's Express Update capabilities to UBL to vastly improve the accuracy of online business profiles.

UniversalBusinessListing.Org is an industry initiative that provides a single-entry-point tool for businesses to post accurate and detailed profiles on Search Engines, Online Yellow Pages, City Guides, Industry Directories and 411 Directory Assistance.

infoUSA's Express Update service incorporates business listings into the infoUSA database which is distributed to partners including the major online search engines, 411 providers, and navigation and mobile device manufacturers.

"The addition of infoUSA Express Update means faster delivery to more places with a stronger guarantee of accuracy," said UBL President, Chris Travers. "An alliance with a major industry player like infoUSA takes UBL a big step closer to providing a listing standard that is inexpensive and highly effective."

Jim DeRouchey, President, infoUSA License Division stated, "Our Express Update product is a natural fit for UBL, as we not only have close ties to the publishers to ensure delivery, but we bring important mobile distribution such as in-car navigation and telematics."

"This is not just important for local directory queries and mobile devices, it is a significant benefit for Search Engine Optimization for business visibility on the top search engines and other local search sites," said Travers. "Now that process will be much improved."

UBL is a member of SEMPO, the Yellow Pages Association and the Association of Directory Marketing.

In addition to Internet directory, local search and navigation industries, infoUSA remains a leading provider of proprietary business databases to the social networking and directory assistance (411) industries. For more information, please contact Jim DeRouchey, President, infoUSA License Division, at 402-537-7915 or [jim.derouchey@infousa.com](mailto:jim.derouchey@infousa.com).

**About UniversalBusinessListing.Org**

UniversalBusinessListing.Org is a Local Search industry initiative organized by Name Dynamics, LLC of Charlotte, NC. Media inquiries can be directed to Doyal Bryant and Chris Travers. <http://www.universalbusinesslisting.org>

**About infoGROUP**

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