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## ***infoUSA to License Its Point of Interest Database to ALK Technologies***

(OMAHA, NE)—*infoUSA*<sup>®</sup> (NASDAQ: IUSA), the leading provider of proprietary business and consumer databases, sales leads, direct marketing, and email marketing, today announced an agreement to license its U.S. and Canadian business databases to ALK Technologies, the leading worldwide developer of GPS navigation, mileage, mapping and route guidance software.

The agreement enables ALK Technologies to integrate *infoUSA*'s Point-of-Interest (POI) database of select businesses in the U.S. and Canada into its CoPilot Live GPS Navigation applications for mobile devices. Using *infoUSA* data, ALK customers will be able to access information on millions of POI locations including restaurants, hotels, gas stations, shopping, recreation and entertainment facilities.

ALK Technologies CoPilot Live GPS Navigation solutions run on Windows Mobile devices including Smartphones and Pocket PCs. CoPilot Live solutions for the Palm Treo 700w, 700wx, and 750 series, the Motorola Q, T-Mobile Dash and Cingular Wireless BlackJack are also available.

Vin Gupta, Chairman and CEO, *infoUSA*, commented, "Navigation and GPS tools are transforming the way consumers are using mobile devices, and *infoUSA* data drives the majority of these services. *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 ALK users gives them the most reliable and comprehensive information with which to make important destination and purchase decisions."

"CoPilot Live is a premium GPS Navigation solution, and combining best in class routing and mapping with a comprehensive Points-of-Interest data set from *infoUSA* is a natural progression for ALK," said Dan Titus, ALK's Vice President of Mobility Solutions. "This is ALK's first step towards a much more robust navigation based services (NBS) solutions strategy by adding premium content to our CoPilot GPS Navigation solution."

*infoUSA* is a leading provider of POI data to the navigation and mobile GPS industry. Millions of consumers use *infoUSA* data on a daily basis because of its highly accurate listings.

For more information, please contact Jim DeRouchey, President of Database Licensing, at 402-537-7915 or [jimd@infousa.com](mailto:jimd@infousa.com).

## About *infoUSA*

*infoUSA* ([www.infoUSA.com](http://www.infoUSA.com)), 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 *infoUSA* has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The *infoUSA* database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use *infoUSA*'s products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. *infoUSA* 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.infousa.com](http://www.infousa.com). To get a 7-day free trial and 100 free sales leads, click [www.salesgenie.com](http://www.salesgenie.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.

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