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infoUSA Partners with Integrated Direct Marketing to Power their Database Marketing Services

OMAHA, Neb.--(BUSINESS WIRE)—July 31, 2006--infoUSA (NASDAQ:IUSA - News), the leading provider of proprietary business and consumer databases and sales leads, today announced an agreement to license its business databases to Integrated Direct Marketing (IDM), a leading direct marketing and analytics provider based in Reston, VA.

IDM will use infoUSA's database of over 13.5 million businesses to power its proprietary data products that improve customer segmentation and increase the effectiveness of their customer's campaigns.

Vin Gupta, Chairman and CEO, infoUSA, commented, "infoUSA is pleased to be part of IDM's innovative and leading edge direct marketing products and services. They are a premier player in the private database field and we are glad to be part of it."

Chad Slater, President and CEO, IDM, stated, "We are excited to partner with the leading provider of compiled business information. InfoUSA is a key piece to IDM's strategy of developing proprietary data products to help multi-channel marketers acquire, retain and grow customers."

Independent studies reveal that the infoUSA business database has the most current company names, highest percentage of accurate executive names and the highest address accuracy, which ensures greater customer insight and more successful mailing campaigns.

To ensure customers receive the freshest data, infoUSA makes over 20 million phone calls each year to verify and enhance the business information. In addition, infoUSA matches and cleanses the data with the USPS National Change of Address (NCOA), ZIP+4 and Delivery Sequence File on a monthly basis to standardize and keep the database accurate.

For more information, please contact Amit Khanna, President of Database Licensing, at 402-596-8978 or amit.khanna@infousa.com.

About infoUSA

infoUSA (www.infoUSA.com), founded in 1972, is the leading provider of business and consumer information products, 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 a proprietary database of 250 million consumers

and 14 million businesses under one roof. The infoUSA database powers the directory services of the top Internet traffic-generating sites. Nearly 3 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. To get a 7-day free trial and 100 free sales leads, click 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.