



FOR IMMEDIATE RELEASE:

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**INFOCUS Showcased in NextMark's Data Card Report for Top Data Card Quality!**

**(Warrenton, VA, April 15, 2009)** – INFOCUS is proud to announce our recognition in NextMark's first quarter 2009 Data Card Quality Report released April 3, 2009.

In this report, INFOCUS was acknowledged as a *Top List Manager for Data Card Quality*. This recognition was awarded to list managers who kept their datacards up-to-date for over the last 90 days and received an upstanding quality score. Individual data card scores were calculated using a weighted average of thirteen attributes, with an emphasis on recent updates.

For additional information or to view the entire NextMark report you may visit [www.nextmark.com](http://www.nextmark.com).

**About INFOCUS:**

INFOCUS is the #1 provider of list services serving over 140 professional and trade associations and publishers. As a result of its continued success, association and corporate executives alike regard INFOCUS as the preferred resource to acquire the most responsive lists for their mail campaign(s) along with optimizing their list rental sales.

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