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***infoGROUP Announces Launch of Direct Media|Millard, Inc.***

***Provides Customers a Unified and Unmatched  
Targeted Prospecting Media***

(OMAHA, NE) — *infoGROUP* (NASDAQ: IUSA), the leading provider of data driven and interactive resources for targeted sales, marketing and research solutions, today announced the formation of Direct Media|Millard (DMM). Launching July 1, 2009, DMM becomes the industry's largest provider of targeted prospecting media for the consumer and B2B markets.

"Direct Media and Millard are two of the finest brands in direct marketing," said Bill Fairfield, Chief Executive Officer of *infoGROUP*. "For decades, they've been industry leaders in targeted media services. Today, these two powerhouse companies are combining into one unit, an unmatched leader in the new multi-channel marketplace which provides customers with a one-stop resource to meet their needs."

"The power of Direct Media|Millard is its scale, but also its diversity" said Ed Mallin, President of the *infoGROUP* Services Group. "On day one, DMM is the largest consumer brokerage and management firm in the industry. But it's also the leader in B2B, Alt Media, Fundraising and International media services. This changes the landscape of direct marketing media."

Larry May, President of Direct Media|Millard added, "With our blue chip client roster, the tremendous depth of talent in our teams and the comprehensive array of marketing tools we can deploy, Direct Media|Millard is truly a full-service media source for postal, digital and alt media marketing. The resources we gain from *infoGROUP* give us exceptional flexibility to deliver data, data processing and market research tools. Our clients can access all these services through a single account team, saving them time and money."

"We bring an unmatched sales team to our clients," said Jeff Kelley, President of Consumer Management for Direct Media|Millard. "With over 65 brokerage experts, 45 media management specialists, our AM/Direct alt media group, a full-service creative and production agency, comprehensive primary market research services and our experienced international team, we provide unmatched performance and reach. And while our clients will have the same teams to work with, every client will benefit from the depth of talent and experience we bring as a combined force."

Mallin cited the range of media services Direct Media|Millard offers. "Traditional postal, email, social networking, co-reg, space advertising, inserts and loyalty programs. DMM can be a true marketing partner to our diverse client base."

Ben Perez, long-time President of Millard and now a Senior Vice President for Business Development said, “For so many years, Direct Media and Millard were the two key players in the media space. We were rivals who competed with deep respect for one another. Dave Florence, who founded Direct Media, remains one of the great pioneers and innovators in media services. It’s a thrill to see these two great companies come together to set the pace in this fast moving marketplace.”

“We will build on the unmatched history of our two great companies,” added May. “We have always been known as customer-focused industry leaders, as advocates for our clients, and that will never change. We’re committed to our clients’ success, today and tomorrow. But starting today, we bring even more to the table as the leader in direct marketing media. We’re thrilled and honored to have the chance to serve the direct marketing community.”

**About *info*GROUP**

*info*GROUP ([www.infoGROUP.com](http://www.infoGROUP.com)) (NASDAQ: IUSA), founded in 1972, uniquely combines business and consumer information, marketing services and research solutions for sales, marketing and business professionals around the world. Our data and marketing solutions help companies of all sizes find new prospects, deepen relationships with existing customers and reach businesses and consumers at home, at work and on-line. *info*GROUP business data is also used by the top internet search engines and vehicle navigation systems to power their Point-of-Interest and business search capabilities. Our research solutions are used globally by organizations to solve complex problems, measure effectiveness and understand the attitudes and needs of their customers, citizens, employees and other key stakeholders.

*info*GROUP headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500 or by visiting [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.

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