2212
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FOR IMMEDIATE RELEASE

2005 to 2010 Qualified Demographic Data on Demand Just Released and Available from Catenate, LLC

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Catenate, LLC, a leader in Target Marketing, has just acquired and released the new 2005 – 2010 demographic estimates and projections. Most common applications for this information include: economic development, site selection for franchisees, real estate assessment, customer profiling, restaurant location, and small business plan development.

The new reports and maps, available online at www.catosphere.com can be obtained on an "as-needed" basis starting at US $50. Annual subscriptions are reasonably priced for businesses that need unlimited access. Wendy Cobrda, Catenate's owner and managing partner, states, "Catosphere *gives small to medium-sized businesses, or anyone with a need for accurate demographic data, maps and reports the ability to easily create custom areas and download presentation-ready PDFs or Excel spreadsheets. Small businesses finally have the ability to compete with companies with greater resources at a fraction of the cost of a desktop system"*. Catosphere account managers are seasoned Target Marketing specialists and can also assist clients with customer lifestyle profiling and mailing lists, in addition to custom project work.

With diverse clients such as Hewlett-Packard, Clear Channel Outdoor, Buffalo Exterminating and Live Arts Today, Catenate helps businesses grow using proven Target Marketing techniques. The Catenate team "links" methodologies to deliver the best solution. Customer insight is achieved using a combination of demographics, business analytics, primary and secondary research, list purchases, mapping, and modeling. *"With a little creativity, even the most vexing customer and prospect acquisition challenges can be overcome."* Cobrda says. *"It just takes an open mind, and a love for the power of data."*

For more information: **info@catenateconsulting.com, www.catenateconsulting.com ,
www.catosphere.com or call: 1-877-CATENATE**

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