



ANCHOR
COMPUTER

www.anchorcomputer.com

PRESS RELEASE

For Immediate Release – October 9th 2007

Press Contact: Nancy Atwood Tel: 631-293-6100

Email: Natwood@AnchorComputer.com

ANCHOR'S OPT-IN CONSUMER EMAIL DATABASE Approaches $\frac{3}{4}$ BILLION RECORDS

Farmingdale, NY – Anchor Computer, Inc., an email database services company announces the expansion of Anchor's Email Data Depository with the addition of several new data contributors. Over 130 million new consumer names, addresses and emails are being added this month. This brings Anchor's total consumer email database count to almost $\frac{3}{4}$ of a billion records. Anchor houses one of the largest consumer opt-in email databases in the industry. Anchor's match rate for forward and reverse append consumer email append is the highest in the industry. This collaboration will solidify Anchor's reputation as a leading provider of consumer email addresses.

"With the addition of this fresh new opt in email data our clients are reporting a strong increase in match rates. This results in boosting ROI. We are pleased to see so many of our customers expanding their email channel of marketing." stated Nancy Atwood, Vice President, Ecommerce Services for Anchor Computer, Inc."

Visit our web site at www.AnchorComputer.com to obtain online quotes, 24/7 processing and flexible payment options by major credit card or Anchor commercial credit. Additional services include: Address Hygiene, Phone Forward Append and Reverse Append, Mailing Lists, Data Enhancement, U.S. and Canadian Postal Processing. *Turnaround times available include: Priority Service (ready in minutes, max 3 hours), Next Business Day A.M., Next Business Day P.M. and a Three Business Day Service, all at competitive prices. Anchor provides a complete array of Data Processing, Database Marketing and Document Personalization Services and Software to the direct marketing industry. For more information, please call 1-888-728-6262 or email us at E@AnchorComputer.com.

*Actual turnaround times may vary depending upon volume and service option selected.

Anchor Computer, Inc. 1900 New Highway, Farmingdale, NY 11735

631-293-6100

888-728-6262