

FOR IMMEDIATE RELEASE

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FIRSTMARK ANNOUNCES OVER 2,000,000 FOOD/FARM EXECUTIVES

February 6, 2007, Campton, NH: FIRSTMARK, Inc., a 20 year old leader in mailing lists and data management, announces the addition of more than 2,000,000 food and farm executives.

FIRSTMARK announces the addition of a complete suite of Farm and Food executive mailing lists to its listing of more than 500 databases. FIRSTMARK's FarmWorld (www.firstmark.com/category_lists/farmworld_list.html) includes the names of executives in food production, manufacturing, and distribution, as well as farmers. FIRSTMARK's FoodWorld (www.firstmark.com/category_lists/foodworld_list.html) includes food service executives, food manufacturers, distributors, retail establishments including grocery and specialty food stores, health and diet food stores, and restaurants. The list can be selected by criteria most desirable for direct marketers: SIC business type, number of employees, and revenue, as well as geographical select including city, state, ZIP, MSA, SCF, and county.

Information from FIRSTMARK databases can be emailed as an electronic database in any standard Microsoft Windows software platform, or printed as labels, or as a custom list or report for direct mail, telemarketing, sales, marketing and research projects. Other special custom formatting is also available.

FIRSTMARK has provided the highest quality mailing and telemarketing lists since 1987. Over 98% of customer orders are fulfilled the same day. FIRSTMARK has maintained its website www.firstmark.com online since April, 1995.

A complete listing of FIRSTMARK's more than 500 business-to-business and consumer mailing list products is available at: www.firstmark.com/category_lists/alpha_lists.html and www.firstmark.com/category_lists/alpha_lists_consumer.html.

For more information on FIRSTMARK's mailing lists and databases, see www.firstmark.com or call 800-729-2600 or 603-726-4800. Email FIRSTMARK at info@firstmark.com.