

FOR IMMEDIATE RELEASE

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FIRSTMARK ANNOUNCES OVER 150,000 RETAIL CHAIN STORES

January 17, 2007, Campton, NH: FIRSTMARK, Inc., a leader in mailing lists and data management, announces the addition of a mailing list of 150,500 chain retail stores.

FIRSTMARK announces a unique retail sales database of over 150,000 retail chain and franchise locations representing over \$1 trillion in annual retail sales. The list can be selected by criteria most desirable for direct marketers: franchise or chain (i.e. McDonalds, Dunkin Donuts, Radio Shack, Rite Aid), business type, geography. Business types include food stores, restaurants, home improvement, home goods, clothing, automotive and many other retail outlets. See: www.firstmark.com/fmkcat/retail_chain.htm for a complete listing of retail industry types and counts.

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.

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

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.