

FOR IMMEDIATE RELEASE

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FIRSTMARK ANNOUNCES (SMS) TEXT MESSAGING SERVICE
Over 70 Million Consumers, 100% Opt-in, No cost to Recipient

January 26, 2009, Campton, NH: FIRSTMARK, Inc., a leader in mailing lists and data management, has added SMS (Short Message Service) Text Messaging to its growing list of more than 400 email and mailing list capabilities. Through this new FIRSTMARK service, customers can access more than 70 million names of consumers, doctors, and nurses. All contacts are 100% opt-in with no cell phone cost to the recipient.

The following SMS Text lists are now available www.firstmark.com/category_lists/textmessaging_list.html

- 70 Million Consumers: www.firstmark.com/text_messaging/datacards/textmessaging_consumers.htm
- 650,000 Doctors: www.firstmark.com/text_messaging/datacards/textmessaging_doctors.htm
- 400,000 Nurses www.firstmark.com/text_messaging/datacards/textmessaging_nurses.htm

For 21 Years, FIRSTMARK has provided the highest quality mailing and telemarketing lists. 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 400 business-to-business mailing list products is available at: www.firstmark.com/category_lists/alpha_lists.html. A complete listing of FIRSTMARK's consumer mailing list products is available at: www.firstmark.com/category_lists/alpha_lists_consumer.html. A complete listing of FIRSTMARK's email list products is available at: www.firstmark.com/category_lists/email_list.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.