

FOR IMMEDIATE RELEASE**Congressional Insight Online brings Elections into Focus***U.S. Congressional District Geo-demographic and Voter Data Mapping Reveal American Political Landscape***PRESS CONTACT:**

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NEW YORK, NY - August 27, 2008 - Geoscape announced today the release of “Congressional Insight” data within its online intelligence system – a subscription-based consumer, business and voter intelligence resource. All 435 U.S. Congressional District boundaries are linked to their respective elected official name tag for the current Congress. The boundaries are linked to detailed demographic, socioeconomic, cultural and consumer spending data in tabular, color-coded map and graphic formats. Congressional Districts also are linked to a comprehensive database of registered voters, which can be extracted for campaign outreach or polling.

“The Congressional Insight layers within the Geoscape Intelligence System® enable U.S. representatives to understand their constituents’ needs for public services at the speed of light with the convenience of the internet,” according to Cesar M. Melgoza, President of Geoscape / Latin Force. The Geoscape Intelligence System® is available by subscription and includes various consumer and business intelligence databases within a user-friendly web-browser interface. Data are updated frequently and new functions and data are added as innovations arise.

“Hundreds of companies in the Fortune 1000 as well as small and mid-sized companies are benefitting from the rapid access the Geoscape Intelligence System® provides,” states David Perez, CEO of Geoscape/Latin Force. Until now, companies requiring this type of information were forced to peruse reams of data from various sources and deal with cumbersome access methods. The Geoscape system makes it easy and quick for even non-technical professionals and executives to gain actionable insights from wherever they can access the worldwide web. For more information on the Geoscape Intelligence System® or Geoscape/Latin Force, call 1-888-211-9353 or www.geoscape.com/congressionalinsight.

About Geoscape:

Latin Force/Geoscape provides market intelligence via databases, technology, analytics and consulting to help our clients achieve significant growth with America’s new mainstream consumers. The firm is a Goldman Sachs portfolio company headquartered in New York City with offices in Miami and Los Angeles. Among our diverse list of clients are: Allstate, American General Financial, BlueCross BlueShield, Farmer’s Insurance, DirecTV, General Mills, Humana, H&R Block, Mass Mutual, SuperValu, TracFone and Univision. To learn more about the Geoscape, please visit www.geoscape.com

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