



FOR IMMEDIATE RELEASE

Geoscape® Introduces CultureCode™ – A Marketing Analytics Platform Enabling the Understanding of American Consumers

Platform Supports Corporations Seeking to Better Identify, Reach and Serve Growing U.S. Consumer Market

Miami, FL - October 23, 2008 – Geoscape® introduced CultureCode™ – a marketing analytics platform that will enable corporations to understand and act upon the opportunities within an increasingly diverse nation – today at the 5th Annual Multicultural Marketing Summit. CultureCode™ provides geo-demographic, economic and behavioral segmentation through an analytical framework expressed as data on people, households, media and shopping patterns.

“CultureCode™ represents an evolution in the Geoscape® product line and a revolution in the way that marketers think about the American consumer,” according to César M. Melgoza, Co-Founder and President of Geoscape.

Geoscape defines acculturation codes through consumer segmentation such as “Hispanicity” for the Hispanic/Latino population and “Asianicity”, which represents a related segmentation system for the dynamic Asian-American consumer. Hispanicity and Asianicity can be dimensionalized by country-of-origin, life stage, socioeconomic strata and a variety of shopping and media behavior metrics. CultureCode™ segmentation is included within the American Marketscape Data Stream and through a linkage with International Demographics, Inc.’s *The Media Audit* syndicated survey research database for shopping and media behavior. The result is an unprecedented level of detail that enables marketers to understand the dynamics of the diverse American consumer.

According to David J. Perez, Co-Founder and CEO of Geoscape, “CultureCode™ is a platform that consumer marketers must have in an era of economic challenges where investors demand a higher return on their marketing investment. CultureCode™ can contribute to fundamental business strategies that lead break-through insights and decisive actions.”

CultureCode™ is available immediately and may be accessed through the Geoscape Intelligence System (GIS) – an online data visualization system intended for a broad spectrum of corporate analysts and executives across industry segments. CultureCode™ may also be appended to consumer and business lists for direct marketing via postal or e-mail.

About Geoscape

Geoscape serves its clients by providing business strategy, analytics, databases and automated intelligence systems. The online Geoscape Intelligence System (GIS), the DirecTarget database enrichment system and a variety of geo-demographic, consumer, business and media databases enable actionable insights that lead our clients to gain significant business advantages. Geoscape is a portfolio company of Goldman Sachs, Inc. with principal offices in New York City and Miami. Geoscape is pleased to have served most of the Fortune 500 corporations over the last several years.

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