



FOR IMMEDIATE RELEASE

Geoscape® Announces Strategic Alliance with LIMRA

Goal is to Help LIMRA Members Penetrate Multi-Cultural Market

Miami, FL – February 23, 2009 – Geoscape® announced today that it has embarked on a strategic partnership with LIMRA, a trade association of over 800 insurance and financial services companies worldwide. The partnership provides LIMRA members preferred access to Geoscape’s unique services to better understand and segment customers and develop growth strategies targeting the rapidly expanding Hispanic and multicultural markets in the United States.

“Our partnership with LIMRA leverages Geoscape’s deep insurance industry expertise and will provide its members tools and strategies they need to grow their businesses during these challenging times,” stated David J. Perez, co-founder and CEO of Geoscape®.

Geoscape® provides business strategy, analytics, and databases to many leading insurance companies such as Allstate, Mass Mutual and Farmers Insurance among others. The consumer and market insights provided by the Geoscape Intelligence System (GIS) and the DirecTarget SDK result in more efficient and cost effective acquisition and retention campaigns.

According to LIMRA member Russell A. Bennett, Vice President of United Healthcare Latino Health Solutions, “Geoscape’s *American Marketscape DataStream* helps us identify key segments of the Latino community as we expand our industry-leading Latino-focused products and marketing nationwide. The rich population data enables us to target what we consider the largest “foreign” market within our own borders, and to easily generate clear, concise maps for analysis and decision-making.”

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