



FOR IMMEDIATE RELEASE

Geoscape helps marketers reach customers in Europe

Software-as-Service platform provides instant insights to marketing, media and distribution challenges across the greater European Community

Miami, FL – December 2, 2009 – Geoscape along with its partner company Geoscape Europe B.V. – leading providers of market intelligence services, data and technology – today announced the availability of its flagship product for European markets. The Geoscape® Intelligence System (GIS) is an online platform that supports strategic and tactical decision making for marketing, media, distribution and strategic planning. The Geoscape® Intelligence System, Europe edition is a new suite of powerful geographical analysis modules providing an array of market intelligence functions in a simple-to-use web browser interface.

Built on the success of the American version of the Geoscape® Intelligence System, the European edition offers marketing and distribution professionals the insights needed to succeed in today's competitive environment. For the first time in history, robust demographic, economic and retail analytics across the entire region and across bordering countries becomes easy enough for non-technical professionals.

Highlights of the GIS Europe include:

- Detailed geo-demographic, retail and consumer data for more than 40 European countries.
- Cross-border trade area (catchment) analysis for multinational applications.
- Target group descriptive profiles and location targeting.
- Market potential measurement from country down to neighborhood level.
- Data display in dynamic, color-coded maps showing roads, land features, terrain and satellite views.
- Multi-dimensional database drill-down reporting with mouse-click simplicity.
- R.O.I. analytics using potential data and sales results.
- Worldwide access via standard internet browser—minimal instruction required for immediate productivity.

About Geoscape and Geoscape Europe BV

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.

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