



FOR IMMEDIATE RELEASE

GEOSCAPE LAUNCHES MOST PREDICTIVE LISTS FOR MULTI-CULTURAL TARGETING

Leading Ethnic Market Intelligence Software Firm Provides Unrivaled Selection Criteria With More Than 1,000 Consumer And Business Data Points

Miami, FL – May 2, 2002 Geoscape International, Inc. introduced today the release of DirecTarget® Lists, the most comprehensive multi-cultural business and consumer lists for direct mail, telemarketing and predictive modeling. Previous to Geoscape DirecTarget, marketers aiming to reach the rapidly growing multi-cultural markets faced the arduous process of sourcing lists from various brokers usually with sub-optimal selection criteria, outdated information, and limited scope.

“Marketers and business strategists are frustrated with lists that lack quality and quantity. Given today’s tough economy and increasing cultural complexity, it is more important than ever to accurately deploy limited marketing resources. DirecTarget, with more than 1,000 selection criteria, offers the only up-to date business and consumer lists that deliver comprehensive ethnic groups in the U.S.,” according to César M Melgoza, President of Geoscape. “DirecTarget complements our suite of multicultural market intelligence products and strengthens our ability to help companies optimize targeting programs.”

The DirecTarget multi-cultural consumer file has more than 130 million households and 260 million individuals. Lists can be selected geographically using any part of the address and through a wide variety of criteria such as ethnicity, race, lifestyle, and socioeconomic status. The business list contains more than 11 million unique businesses and can be selected by industry code, trade area characteristics, sales volume, number of employees, industry and ethnicity of business owner.

Geoscape plans to introduce an Internet-based online query-count and ordering system this Fall which will be integrated with its suite of multi-cultural marketing intelligence systems.

About Geoscape International

Founded in 1995, Geoscape International is a multi-national network of companies, which provide multicultural market intelligence information systems that enable more effective marketing strategy and tactics. Its products, Marketscape™ Information Systems, DirecTarget™ Systems and its wide variety of information products are relied upon by some of the most prestigious companies in the world. Headquartered in Miami, the company serves a wide range of blue-chip marketers including Verizon, Blockbuster, Capital One, The MONY Group, Nike, AARP, and Starbucks.

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