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Geoscape releases DirecTarget® Integration Library

First-ever database enrichment system to incorporate self-identification modeling to automate ethnicity, language and demographic appending

Orlando, FL— October 11, 2003 - Geoscape International, Inc. (Geoscape) introduced today at the annual Direct Marketing Association (DMA) conference its *DirecTarget® Integration Library (DIL)* which utilizes revolutionary techniques to accurately identify individuals and households by ethnicity, race, country-of-origin, language and other socioeconomic attributes useful for marketing and promotions. Up to now, Geoscape offered DirecTarget® as a suite of services, lists and as a hardware/software “server”. With the introduction of the DIL, enterprises with large databases can quickly implement the DirecTarget processes as a part of their own information systems—providing spontaneous and direct access to sophisticated segmentation and targeting technology.

According to César M Melgoza, President & CEO of Geoscape, “Cultural population segments such as Hispanics, Asians, African Americans and Eastern Europeans form about 80 percent of the nation’s population growth; corporate America is realizing that it is imperative to market and serve these constituencies effectively.” Mr. Melgoza continues, “The process starts by accurately identifying these groups within your own database, then understanding the blend of characteristics that formulate the best targets and finally selecting prospect lists based on the attributes that optimize acquisition efforts.”

“The DIL is a combination of encrypted algorithms, data and automated licensing technology within a toolkit that permits information systems professionals to weave this functionality into their own network, enabling its rapid integration into their own company’s data stream”, according to George Rebhan, Geoscape VP Technology.

DIL is among the DirecTarget suite of products and services. A module within the online *Geoscape Intelligence System (GIS)* provides basic access to this functionality for small file sizes. The DIL now provides the ability to process tens of millions of records in a matter of hours.

DirecTarget uses a unique approach that goes far beyond the antiquated ‘surname table’ method. Instead of looking at the genealogy of a name, it examines a combination of the full name and address to arrive at the ethnicity, country-of-origin, language and other cultural attributes. The genealogical bias has been an *Achilles heel* for marketers, who have seen mixed results with assuming that only people with *Spanish* names can be considered to be *Hispanic*, for example. DirecTarget eliminates this genealogical bias and introduces unprecedented accuracy plus robust data enrichment.

About Geoscape International

Founded in 1995, and headquartered in Miami, Geoscape® International, Inc. (www.geoscape.com) is a privately held company dedicated to providing multicultural and multinational market intelligence information systems enabling more effective business strategies and tactics. The Geoscape® Intelligence System (GIS), DirecTarget®, Retail Target™, Media Target™ services, systems and data are relied upon by some of the most prestigious companies in the world including AT&T Wireless, Microsoft, Time Warner Cable, Verizon, Blockbuster and Starbucks. Geoscape has subsidiary operations in Europe, Brazil and Mexico.

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