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## **Geoscape Intelligence System (GIS) Goes Live!!!**

*Geoscape "Intelligence System" Provides New Demographics, Targeted Lists and Media Data to Perform Powerful Analyses Online*

**Dallas, TX – April 4, 2003** Geoscape International, Inc. turned on the "live link" for its "intelligence system" today, dubbed, "The Gateway to Multicultural Market Intelligence" at the semi-annual conference of the Association of Hispanic Advertising Agencies (AHAA). The System combines detailed and up-to-date demographic, economic, consumer spending and media usage data plus targeted consumer and business lists with easy-to-navigate online analysis and visualization functions. Strategic and tactical business planners can now unleash a wealth of data to fuel business decisions directly from a web browser.

"Multicultural markets are key to business growth," said César M. Melgoza, founder and president of Geoscape International, "For years we have been providing consulting services and building information technology to help our clients understand Hispanic, Asian, African American and other cultural segments. Now we are providing these capabilities online in a manner that is both powerful and cost-effective."

GIS is subscription-based and can be utilized from a standard web browser without the need for a "plug-in" download. This system combines functions previously provided through CD and server-based software known as "Marketscape" and "DirecTarget", plus new modules such as the Multi-dimensional data browser, the Retail Target and Media Target Analyzer, a prospect List Gateway, the USPS/CASS certified DataPrep Engine and Multinational Geocoder—together they can be used to perform a variety of exploratory, analytic and data processing tasks.

A wealth of census data is immediately accessible in the form of geographic maps, charts and dynamic reports. Geoscape plans to release its 2003/2008 DataStream later this year, adding accuracy and depth to the Department of Commerce statistics. The List Gateway™ provides access to extensive consumer and business lists with the aid of a detailed set of queries for performing counts and immediate downloads.

Members of The Association of Hispanic Advertising Agencies (AHAA) are among the growing number of GIS subscribers. According to Ingrid Otero Smart, president of the Association, and president of Mendoza, Dillon and Associates advertising agency, "Hispanics and other cultural segments are where the action is today. The Geoscape® Intelligence System will provide our agencies with top-of-the-line analytics in a very approachable fashion". AHAA has struck a deal with Geoscape to make the System available to agency and associate members through special licensing terms.

"The combination of functionality, ease-of-use and multi-cultural data make the Geoscape Intelligence System uniquely superior to other commercial offerings," says Christopher Alewine, Vice President of Strategic Targeting Solutions for ADVO, Inc.

Geoscape® Intelligence System subscription rates start at \$795 per year for the basic modules and data. Updates to the information will be made regularly and frequently, adding to the system's value of never having to load software or new data that would otherwise require a massive amount of storage space and processing power. Geoscape will soon add additional data sets and functions for both U.S. multicultural and multi-national business applications. Additional information on the GIS can be found at the Geoscape web site or by contacting one of the company's Client Advisors.

### **About Geoscape International Inc.**

Founded in 1995, and headquartered in Miami, Geoscape International, Inc. ([www.geoscape.com](http://www.geoscape.com)) is a privately held company dedicated to providing multicultural and multinational market intelligence information systems enabling more effective business strategy and tactics. Its products and services are relied upon by some of the most prestigious companies in the world including Verizon, Blockbuster, Proctor & Gamble, The MONY Group, AARP, Nike and Starbucks.

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