

## **Melissa Data Acquires M1 Data & Analytics**

**Adding M1's premier Telco database makes Melissa Data the number one source for phone & address information**

**RANCHO SANTA MARGARITA, Calif. (February 10, 2009)** – Melissa Data, ([www.melissadata.com](http://www.melissadata.com)), a developer of high-performance contact data verification and mail management solutions, announced the acquisition of M1 Data & Analytics from Metro One Telecommunications, Inc. M1 is a marketing list wholesaler and data services provider that offers new ways to purchase, update and analyze consumer and business information with one of the premier Telco databases in the country. With the addition of M1's data offerings, which includes directory assistance information that telephone companies give 411 providers daily, Melissa Data will offer the freshest, most up-to-date new mover phone and address information in the U.S.

Telco information changes at a rapid rate, in fact, over one million of the approximately 120 million phone listings in the M1 database change monthly. Each record in M1's telecommunication database is source-based and updated daily. The acquisition of this new source of data will benefit the company's Data Quality Web Services, Data Enhancement Services and Mailing Lists. Now Melissa Data's new mover lists, which customers can order and download 24/7, will be even more robust, and Melissa Data's phone verification, phone append, and reverse phone append services will be enhanced as well. With current, up-to-date data, customers will see significant reductions in costs associated with direct marketing campaigns and higher ROI for call centers and mailing houses.

"We are proud to bring M1's database and technological expertise into Melissa Data," said Ray Melissa, president and CEO of Melissa Data. "We'll be able to deliver 'to-the-day' accurate address and telephone information for practically every residential and business listing across the country to customers in batch or real-time via Web service."

Melissa Data is retaining key M1 Data & Analytics employees and will continue to service and support existing M1 customers in a facility in Oregon. The monetary details of the acquisition were not disclosed. For more information on the new products, visit [www.MelissaData.com](http://www.MelissaData.com).

### **ABOUT MELISSA DATA**

Melissa Data is an active DMA member, as well as a member of the DMA's List & Database Council. For over 23 years, Melissa Data has been a leading provider of data quality solutions with emphasis on U.S., Canadian, and international address and phone verification, and postal software. Free trial software is available by visiting [www.MelissaData.com](http://www.MelissaData.com) or by calling 1-800-MELISSA (800-635-4772).