

Sales & Marketing Professionals Benefit from Enhanced Business Data

OneSource Augments Offerings & Expands Products for Business Information

Boston, MA

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OneSource, a leading provider of business information and services, announces data content enhancements and product line expansions, designed to augment its robust business intelligence product and service offerings.

The latest content enhancements include the addition of data on over 140,000 Mexican Companies, and their key executives, to the North America product line, augmented Asia Pacific business descriptions by the OneSource editorial team (see below), and enhanced UK business data including trading addresses and more key executive information – almost 7 million are highlighted in the current offering. For companies looking to approach new markets and grow their businesses; accurate, robust information about companies and executives is a must. OneSource has made providing this data to clients its stock and trade.

OneSource also continues to invest in its Professional Services offerings, providing a wide variety of highly-customizable solutions, from tailored mailing lists and targeted email campaigns to sophisticated integration into CRMs and portals – all developed to meet unique client needs. Through continued investment in technology, and an even more committed focus on application integration, customers are given the reliable and consistent solutions they need to be successful.

“OneSource strives to be the key resource for sales and marketing in today’s business world – providing mission-critical information and analysis,” explained Phil Garlick, President of OneSource. *“We take pride in hearing from clients who have leveraged our data and services to help them grow their businesses.”*

About OneSource Information Services, Inc.

OneSource, an infoUSA company, delivers prospect and business intelligence information on millions of companies and executives worldwide – optimizing clients' sales and marketing efforts and assisting with business-to-business research activities. OneSource combines and organizes content from over 50 world-class suppliers and supports over 70 unique data fields, providing unparalleled data accuracy and information depth. OneSource is headquartered in Concord, MA, with offices located throughout North America, Europe and the Pacific Rim. For more information, please visit www.onesource.com

About infoUSA

infoUSA (www.infoUSA.com), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. Content is the essential ingredient in every marketing program, and infoUSA has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The infoUSA database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use infoUSA's products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. infoUSA headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To know more about Sales Leads, click www.infousa.com. To get a 72-hour free trial and 100 free sales leads, click www.salesgenie.com.