

Integration of Affluence Indicators Completed

ANDOVER, MA --- December 15, 2008 - Acxiom Corporation has completed the integration of the Genalytics Affluence Indicators and has made them available on their distribution database InfoBase-X. The Affluence Indicators include 120 million household scores for Income, Discretionary Income, Home Value, Invested Assets, Charitable Giving and more. InfoBase-X is the core-compiled file of demographic and behavioral data elements that is offered by Acxiom to their reseller and list clients. Over 2000 Acxiom customers now have access to the Affluence Indicators for enhancement to their customer files, segmentation and to target marketing campaigns. Key potential clients include E*Bay, Hilton Resorts, Marriott, Gold's Gym, CITI, MasterCard and many others in the retail and financial communities.

Genalytics Affluence Indicators form a suite of powerful data variables to provide a comprehensive, multi-dimensional view of wealth and spending power, which includes:

- Discretionary Income Index
- Premium Income Estimate (\$2 million +)
- Home Value Estimate
- Charitable Givings Index
- Business Owners@Home
- Invested Assets
- Automotive Marketing Solutions
- And more...

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