

Genalytics announces the introduction of the Genalytics Affluence Indicators

ANDOVER, MA --- May 20, 2008 - Genalytics announces the introduction of the Genalytics Affluence Indicators, which covers every household in the country. These data elements have been tested and verified as more accurate than other data sources, and are currently under evaluation for licensing by two of the three major data compilers. The elements include:

- Premium Estimated Income
- Home Value Estimate
- Discretionary Income Index
- Invested Assets
- Wealth Index
- Premium Net Worth

Specific financial propensity scores for financial instruments: Equities Market, IRA, 401K, Keough, Mutual Fund, and Bonds are also available as a nation wide select.

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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