

**Their big moments,
your big opportunities**

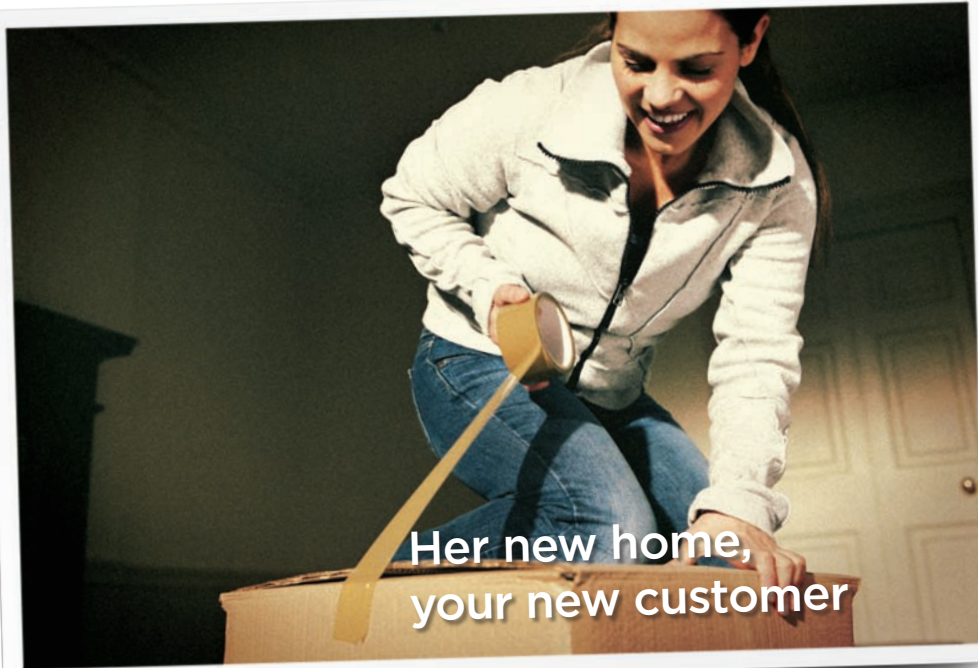


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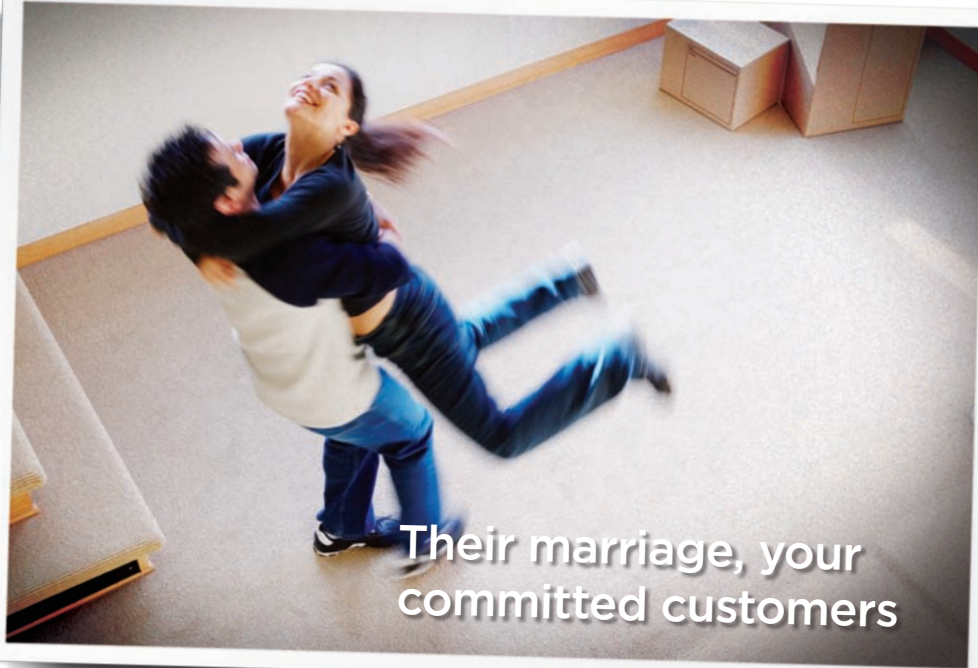
**Here's the best way to find
new insurance customers.**

InfoGroup
5711 S 86th Circle
Omaha, NE 68127
FPO

**Her new home,
your new customer**



**Their marriage, your
committed customers**



**Her cool new wheels,
your hot prospect**



**Her new business, your
expanding customer base**



When life changes for them, you can share the moment.

Life-changing events in the lives of people and businesses can trigger new opportunities for your insurance business. A birth, a move, turning 16 or 65—these transitional moments are when people start thinking about insurance. The trick is, knowing when these moments occur—and to whom—so you can turn prospects into your newest customers.

That's where Infogroup™ comes in. We offer you access to the most extensive, accurate and timely consumer and business information available. And we don't stop there. Our consultants will guide you through the process of identifying and contacting your best prospects using direct mail, email and other marketing tools.

So if you're in the business of acquiring new customers, you're in the right place.

For a better idea of the big moments that can bring you more business, see the stories below.

Talk to our consultants today about the many great ways of growing your business with Infogroup. Call 866-387-0498. Or visit www.infogroup.com/moments.



Kate Brown, 33

Austin, Texas

Just bought a house at 19 Maplewood Lane

Moving to her recently purchased home is a major event in Kate's life. She's definitely feeling the stress, as well as the excitement. With her new home come a thousand and one considerations—new property insurance being one of them.

Infogroup™, the largest provider of consumer data in the United States, knows all about Kate. We can help you turn her pivotal moment and those of others like her into opportunities to deliver the insurance products and services they need.

Find new customers like Kate with Infogroup's **Salesgenie®**.

Salesgenie® makes sales and marketing simple, efficient and highly effective. This easy-to-use online tool enables you to find the right prospects locally, regionally and nationally. Build targeted lists for your direct mail, calling or email campaigns. Sign up for instant email alerts that tell you when likely prospects move into your area. And more.

Talk to our consultants about Salesgenie and other ways of growing your business today. Call 866-387-0498. Or visit www.infogroup.com/moments.



Graham Philips, 35, and Alice Pierce, 31

San Diego, California

Just tied the knot

Graham is a chef; Alice is a programmer. They just got married and made a long-term commitment to one another. Now they're thinking seriously about the future—and about long-term life insurance for each of them.

Infogroup™ has a unique view of Graham and Alice. We can help you capitalize on their important moment and others like them to deliver the insurance products and services they need.

Find new customers like Graham and Alice with Infogroup's **Direct Mail and Email Marketing**.

Infogroup's Direct Mail and Email Marketing services are effective ways to reach out to prospects in a personal, targeted and flexible way. Whether it's a simple postcard, a complex direct mail piece or a series of emails, our consultants will guide you through the entire marketing process.

Talk to our consultants about Direct Mail, Email Marketing and other ways of growing your business today. Call 866-387-0498. Or visit www.infogroup.com/moments.



Mara Scoville, 16

Honolulu, Hawaii

Just got her driver's license

Mara is a junior at Moanalua High School. She just celebrated her Sweet Sixteen and got her driver's license. While she's concentrating on having her own wheels, her parents are focused on auto insurance.

Infogroup™ has the vital stats on Mara and her parents. We can help you use that information to deliver the insurance products and services they need.

Find new customers like Mara with Infogroup's **Customer Analysis services**.

Our Customer Analysis services can help you gain critical insights into your best customers. This enables you to anticipate customer behavior, pinpointing likely responders and increasing response rates. By using our advanced analytics, you can target more intelligently and better manage your marketing.

Talk to our consultants about Customer Analysis services and other ways of growing your business today. Call 866-387-0498. Or visit www.infogroup.com/moments.



Leslie's Lollies

New York, New York

New business venture

Leslie has impressed her friends and family with her confections for years. Now she's taking a dramatic step—launching a new business in Greenwich Village with a handful of employees. She's thinking about getting commercial automobile insurance and worker's comp.

Infogroup™, the only company with a proprietary database of in-depth details on virtually every business in the United States, has a view into Leslie's company. We can help you be there for her and others like her to deliver the insurance products and services they need.

Find new customers like Leslie with Infogroup's **Sales & Marketing Lists**.

More than 500 Infogroup researchers are dedicated to building, verifying and updating our data to ensure it's the freshest, most accurate and most comprehensive in the industry.

Talk to our consultants about Sales & Marketing Lists and other ways of growing your business today. Call 866-387-0498. Or visit www.infogroup.com/moments.



Win a year's worth of free data.

The quality and scope of our consumer and business data are unsurpassed. To learn more about how Infogroup can use that data to lead you to new customers—and for a chance to win a year's worth of free data—visit www.infogroup.com/moments. Or speak to one of our consultants today by calling **866-387-0498**.

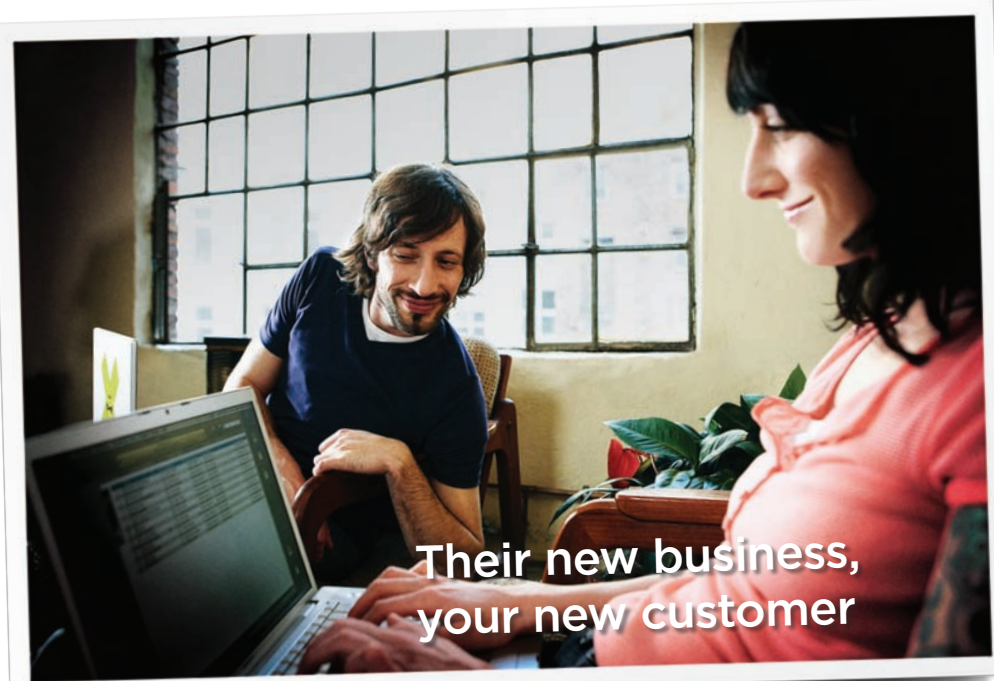




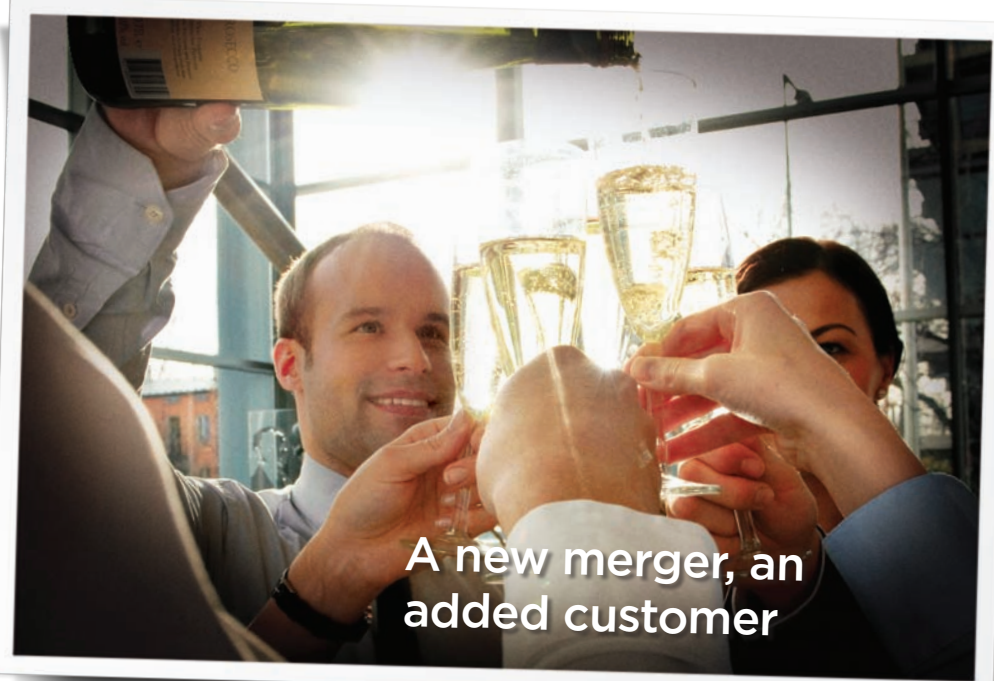
Their big moments,
your big opportunities

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Here's the best way to find
new real estate customers.



Their new business,
your new customer



A new merger, an
added customer



Their outsourcing, your
source of new business



Their rent increase, increased
opportunity for you

When life changes for them, you can share the moment.

Winning a big client can alter the course of a business and trigger new opportunities for a commercial real estate company like yours. Transitional moments—starting a business, a merger or acquisition, a rent hike—often create a need for new office space. The trick is, being in front of prospects when these moments occur, so it's you they turn to for help.

That's where Infogroup™ comes in. We can help you make sure you're top of mind by using the most accurate business data around to send relevant messages to prospects about your business. Our consultants are ready to help you with that every step of the way.

So if you're in the business of acquiring new customers, you're in the right place.

For a better idea of the big moments that can bring you more business, see the stories below.

Talk to our consultants today about the many great ways of growing your business with Infogroup. Call 888-297-0901. Or visit www.infogroup.com/moments.



THE GRAPHIX GROUP

Austin, Texas

Just grew out of their home office

After working out of a home office for a year, Dave and Joy are ready to move their graphic design firm into larger quarters. They're looking for office space.

Infogroup™, the largest provider of business data in the United States, can help you turn their pivotal moment and those of businesses like theirs into opportunities to deliver the real estate services they need.

Find new customers like The Graphix Group with Infogroup's **Salesgenie®**. Salesgenie® makes sales and marketing simple, efficient and highly effective. This easy-to-use online tool enables you to find the right prospects locally, regionally and nationally. Build targeted lists for your direct mail, calling or email campaigns. Sign up for instant email alerts that tell you when likely prospects move into your area. And more.

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Upward_Mobility

New York, New York

Just merged with a top wireless provider

Upward Mobility just released a killer mobile app that exploded their business and led to a very promising merger. The two companies are now talking about their plans for growth and a new space in which to grow.

Infogroup™, the only company with a proprietary database of in-depth details on virtually every business in the United States, can help you make the most of their new venture and those of businesses like theirs by helping you get in front of them with the real estate services they need.

Find new customers like Upward Mobility with Infogroup's **Sales & Marketing Lists**. More than 500 Infogroup researchers are dedicated to building, verifying and updating our data to ensure it's the freshest, most accurate and most comprehensive in the industry.

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ALL EARS TELEMARKETING, INC.

Minneapolis, Minnesota

Just outsourced their call center

Telemarketing group All Ears grew its call center staff over several years. Now that they have significantly downsized by moving that operation off shore, they're looking for someone to help them find smaller office space.

Infogroup™ can help you be that someone, for them and businesses like theirs, with accurate data and marketing tools to deliver the real estate services they need.

Find new customers like All Ears with Infogroup's **Customer Analysis services**. Our Customer Analysis services can help you better understand your best customers. Once you do, you can target your best prospects and more profitably manage your marketing.

Talk to our consultants about Customer Analysis services and other ways of growing your business today. Call 888-297-0901. Or visit www.infogroup.com/moments.



Brawn & Brains Movers

San Diego, California

Just got hit with a 20% rent increase

Brawn & Brains Movers were firing on all cylinders until they got the bad news from their landlord. They just can't absorb a 20% increase in overhead, so they've decided to look for new digs.

Infogroup™ can help you be there for them and others like them exactly when they need you. With relevant messaging that makes you the one real estate firm they'll want to call.

Find new customers like Brawn & Brains with Infogroup's **Direct Mail and Email Marketing**. Infogroup's Direct Mail and Email Marketing services are effective ways to reach out to prospects in a personal, targeted and flexible way. Whether it's a simple postcard, a complex direct mail piece or a series of emails, our consultants will guide you through the entire marketing process.

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