

FOR IMMEDIATE RELEASE

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FIRSTMARK ANNOUNCES 110,000,000 CONSUMERS

August 30, 2005, Campton, NH: FIRSTMARK, Inc., a leader in mailing lists and data management, announces the addition of mailing lists of more than 110,000,000 consumers at home addresses.

These lists can be selected by criteria most desirable for direct marketers: Age, gender, income range, marital status, or geography. Additional selectable criteria include affluent consumers, high income households, and households with children by age. The complete list of FIRSTMARK's consumer mailing lists products is available at www.firstmark.com/category_lists/alpha_lists_consumer.html

FIRSTMARK has provided the highest quality mailing and telemarketing lists since 1987. Over 98% of customer orders are fulfilled the same day. FIRSTMARK has maintained its website www.firstmark.com online since April, 1995.

Information from FIRSTMARK databases can be emailed as an electronic database in any standard Microsoft Windows software platform, or printed as labels, or a custom list or report for direct mail, telemarketing, sales, marketing and research projects. Other special custom formatting is also available.

A complete listing of FIRSTMARK's more than 300 business-to-business mailing list products is available at: www.firstmark.com/category_lists/alpha_lists.html.

For more information on FIRSTMARK's mailing lists and databases, see www.firstmark.com or call 800-729-2600 or 603-726-4800. Email FIRSTMARK at info@firstmark.com.