

**FOR IMMEDIATE RELEASE**  
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## **Digital Marketing and Sales Solutions Leader, Infogroup Advances its Cloud Strategy by Leveraging CoSentry Technology Center**

*Move Strengthens Security, Reliability and Availability of Data within the Infogroup Information Cloud*

(OMAHA, NE) – September 22, 2011 – Infogroup, the leading provider of targeted high-value sales and marketing data, customer and market intelligence and innovative digital engagement solutions-- today announced it has commissioned CoSentry to host critical applications and essential IT systems related to its market-leading email marketing applications within CoSentry’s highly resilient Tier IV data center in Omaha, NE.

“Our clients demand the highest levels of reliability and security. By leveraging the CoSentry facility we can provide assurances to our clients that we are operating in one of the most resilient data centers in the country,” said Clare Hart, President and CEO of Infogroup. “Eliminating points of failure, assuring compliance, planning for growth and containing costs were highlights of our selection process and CoSentry met our requirements.” she added.

Infogroup completed the migration last quarter and has been operating in the new environment for several weeks. The CoSentry center is LEED registered and operates in a manner that is up to 40% more energy efficient than most traditional data centers. All power systems, water and network access are redundant and diversely routed providing up to 99.9999% uptime operational capabilities.

“We worked closely with the Infogroup team over several months to insure their technical and financial goals would be met. Their expertise in both information management and client services were readily apparent in every design session,” expressed Dan Cullen, vice president and general manager for CoSentry’s central region. “Infogroup understood the need to add a fully hardened facility to their network of data centers. CoSentry provides a state-of-the art data center, it is also LEED registered and offers the most energy efficient and cost effective solution possible,” he continued.

The design also takes advantage of the latest in both physical and logical security developments, advanced cooling designs and virtualization technologies. Infogroup can also continue to grow in this facility without concern for power density or cooling demand limitations as computing fabric continues to grow more powerful.

Commissioning is complete and all systems are operational.

**About Infogroup**



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Infogroup helps companies increase sales and customer loyalty through our high-value data, market intelligence and innovative digital solutions. We uncover and unlock revenue growth by enabling our clients - from local businesses to Fortune 100 companies - to connect and engage with their most valuable audiences millions of times each day. Infogroup data powers the top 5 Internet search engines and provides point-of-interest data for the leading in-car navigation systems. For more information, visit [www.infogroup.com](http://www.infogroup.com).