

Generation5 Announces New Agreement for Household Level Customer Acquisition

TORONTO, May 29, 2009 –

In a statement today, Generation5 announced that they have reached an agreement to use Cornerstone's Universe Canada™ data product to bring to market Generation5's Household Level Customer Acquisition product.

On April 7, 2009, Generation5 announced the full rollout of its Household Level Customer Acquisition product. The company, which has been providing true postal code level predictions to its clients for over 12 years, has been developing this new product for over a year. Known for both innovation and the effectiveness of its predictions, Household Level Customer Acquisition represents the next step in Generation5's quest for the most accurate and actionable predictions for its clients. (See the April 7 press release on www.generation5.ca).

Both organizations are very enthusiastic about the new agreement. Jamie LeFort, EVP of Generation5, said that "Cornerstone has an excellent reputation for the quality of its data products as well as its high level of customer service. By using the Universe Canada™ data for this product we will get the best possible results for our clients." Stuart Young, Vice President of Cornerstone was equally pleased. "We are delighted that Generation5 has chosen us to be the data provider for their newest Customer Acquisition product".

The agreement enables Generation5 to utilize Universe Canada™ as inputs into building the household level predictions, as well as provide clients with names, addresses and telephone numbers for those households predicted to have the greatest propensity to buy a specific product or service. The combination of Generation5's 'best in class' consumer predictions with Cornerstone's 'best in class' consumer address data will enable us to significantly reduce the cost of Customer Acquisition in the Canadian Market.

About Generation5

Generation5 supplies North America's leading brands with the industry's most robust, timely and precise Marketing, Analytics and Customer Prediction solutions. Generation5 empowers customer acquisition by producing predictions of purchase potential, shopping behaviour, and attitudes right down to the household or the individual level. Combining the power of its patented prediction engines with North America's richest data sources, Generation5 delivers pinpoint accuracy, dramatically higher response rates, custom analytics, and segmentation modeling. Leading marketers communicate with their customers more effectively, understand the lifetime value of their clientele, identify potential customers more reliably, and dramatically reduce their customer acquisition costs.

About the Cornerstone Group of Companies

The Cornerstone Group of Companies provides prospecting and database management products and services to some of the leading organizations in the world. Cornerstone's [Data Products](#) unit provides Clients with licensed access to **Info-direct™** and Universe Canada™ – Canada's largest consumer lists. These lists are used for prospecting, verification and appending, and come in enhanced forms that include third-party data and segment overlays.

FOR FURTHER INFORMATION:

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