

For Immediate Release

Customer Acquisition One Household at a Time

Toronto, Ontario – May 28, 2008 – Generation5 (G5) announces the launch of Household and Individual level predictions on consumer purchase behaviours for the purpose of customer acquisition.

Household and Individual level targeting is a paradigm shift in marketing. Household level acquisition can increase response rates by 50% reducing customer acquisition costs by 28% or raising the ROI on acquisition investment by 107%. *“Generation5’s new Household and Individual level predictions deliver insights on an entirely new playing field. This will change how you market your brand and your products and how you acquire your customers”* asserts Dr. Milorad Krneta, Generation5’s Chairman and Chief Scientific Officer.

In 1998 Generation5 revolutionized the customer data industry with the release of its Postal Code level Consumer Predictions in the Canadian market. Today, ten years later, Generation5 is set again to change how companies address their customers and prospects with predictions down to the household and individual level. Marketers now can communicate directly with their prospective buyers eliminating market noise created by mass marketing to the people that will never buy their products. Acquiring customers, one household at a time, will dramatically increase overall response rates. With fixed acquisition budgets this means greater returns on the acquisition investment. This approach will lower the costs of targeting initiatives and increase the value per customer.

About Generation5

Generation5© provides the most timely and precise Customer Predictions in North America helping leading marketers reach their customers more effectively than ever before. Unlike traditional business intelligence reporting where companies are reviewing past transactions and past behaviours, Generation5 produces predictions of purchase potential, shopping behaviour, and attitudes that match where the customer is today, right down to the household or the individual level. The result is better than insight, it is

Customer Predictions that you can use to target your customers with pinpoint accuracy and drive dramatically higher response rates and sales.

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