

## For Immediate Release

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### **Acxiom® Corporation and Generation5 Simplify Consumer Intelligence, Bring Greater Value to Consumer Packaged Goods Industry**

*Combination Gives CPG Companies User-Friendly Interface,  
Advanced Consumer Intelligence*

**Little Rock, Ark. – September 10, 2007** – A new offering by Acxiom Corporation and Generation5, Inc., helps consumer packaged goods manufacturers and retailers target their most profitable customers with relevant product offerings, messaging and promotions on a store-by-store basis.

Both companies announced today the availability of a user-friendly, consumer intelligence solution that exceeds current industry offerings by:

- Delivering easy access to the best household-level data and analytics (to the client's desktop via the Web);
- Setting the industry standard for up-to-date data – updated monthly versus the industry norm of quarterly;
- Employing dynamic segmentation through Acxiom *PersonicX*®, a household-level segmentation system that moves customers among segments as their lifestyles or life stages change (marriage, new child, graduation, retirement, etc.);
- Offering precision targeting at the household level of the most profitable and highest potential customers on a store-by-store basis.

“We understand that clients want the best data in the business at the household level, and they want it at their fingertips,” said Matt Germain, Client Executive, Acxiom CPG Practice. “Acxiom and Gen5 simplify the delivery and analysis of consumer data by providing expanded capabilities and better, more actionable and up-to-date data.”

The announcement comes as a result of an agreement between Acxiom Corporation, a global leader in customer information management and technology, and Generation5, which provides the most detailed and accurate consumer intelligence in North America. The joint effort combines Acxiom's world-class consumer data with Generation5's prediction technology and *ConsumerFocus* software – creating an easy-to-use, effective tool for marketing decisions and targeting.

“In the consumer packaged goods and retail arenas, it's all about the “rights” – having products in the right store, in the right place, at the right time and at the right price based on customer propensities,” said Germain. “The alliance between Generation5 and Acxiom takes geo-demographic targeting to new heights and aligns with our strategic

vision of enabling precise, predictive, simplified and cost-effective life stage marketing.”

“CPG companies need effective direct marketing,” said Tim Leys, Vice President of Strategic Alliances for Generation5. “Their challenge is how to apply complex analytics to vast databases. With this solution Generation5 and Acxiom will provide manufacturers and retailers an easy and dynamic way to discover market potential for specific stores based on consumer preferences and buying behavior in the respective store areas. And thanks to Acxiom’s wealth of data, they’ll be able to drive that down to a household level.”

### **About Acxiom Corporation**

Acxiom Corporation (Nasdaq: ACXM; [www.acxiom.com](http://www.acxiom.com)) integrates data, services and technology to create and deliver customer and information management solutions for many of the largest, most respected companies in the world. The core components of Acxiom's innovative solutions are Customer Data Integration (CDI) technology, data, database services, IT outsourcing, risk mitigation, consulting and analytics, and privacy leadership. Founded in 1969, Acxiom is headquartered in Little Rock, Arkansas, with locations throughout the United States and Europe, and in Australia, China and Canada. For more information, visit [www.acxiom.com](http://www.acxiom.com).

### **About Generation 5, Inc.**

Generation5© provides the most precise consumer intelligence in North America, helping marketers achieve more effective targeted marketing and brand management. Generation5 makes it easy for marketers to turn insight into action by producing accurate predictions of consumer behavior for every household, postal code and ZIP+4. As a result, they are able to directly target customers through direct mail and trade promotion, driving dramatically higher response rates and sales. Generation5 customers include leading brands like Citibank, TJX, Kraft and Rogers. For more information, visit [www.generation5.ca](http://www.generation5.ca).

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