

## For Immediate Release

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### **Generation5 Partners with RealNet Canada Inc. to Provide Retailers with Site Analysis Advantages**

*Retailers Get New Source of Advanced, Accurate and Reliable Data on \$94 Billion of New Home Growth*

**Toronto, Ontario, Canada – September 17, 2007** – Today Generation5 Inc., the leader in North American customer intelligence, announced a partnership with RealNet Canada Inc. to provide RealNet's information on new homes to its Canadian geo-demographic intelligence customers.

"We are excited to be able to provide a more comprehensive offering" said Generation5 CEO Milorad Krneta. "By partnering with RealNet we'll be able provide our customers with insight into who's moving where in the dynamic Canadian market... well before their houses have even been built."

RealNet's NewHomes Locator revolutionizes the way retailers make real estate and new business investment decisions by providing them with accurate data on new home developments. The service customizes RealNet's new home market intelligence, used extensively by the home building industry for use in a GIS environment used by most retailers. By coupling RealNet's new home market information with Generation5's prediction engine, retailers will be able to see who's likely to move into new homes and better quantify their market opportunity.

"New home developments in suburban and intensifying areas are constantly creating both opportunities and challenges for retailers" said RealNet President George Carras. "RealNet is the official source of information to the home building industry. This creative initiative will help RealNet further assist retailers in making better decisions by leveraging RealNet's detailed, proprietary information on over 322,000 new homes totaling over 547 million square feet or \$94 Billion".

The two firms will be hosting a breakfast seminar to discuss the opportunities on Wednesday, September 26<sup>th</sup> at Ryerson University.

#### **About Generation5**

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).

**About RealNet Canada Inc.**

RealNet Canada Inc. is the leading real estate information services company in Canada. Founded in 1995, the company's core information product, ReallInfo™ provides coverage in both the commercial real estate investment and residential development markets, powering the decisions of firms involved in approximately 70% of the market activity. RealNet Canada Inc. is the Official Source of Information for the Calgary Region Home Builders Association and BILD (formerly the Greater Toronto Home Builders' Association). For more information, visit [www.realnet.ca](http://www.realnet.ca).

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