

For Immediate Release:

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Generation5 Expands Scope of Consumer Intelligence for 2008

Leader in Consumer Intelligence Adds Predictions of Automotive Purchase Behavior and Consumer Psychographics to Help Marketers Better Understand Customers

Toronto, Ontario – February 20, 2008 – Generation5, the North American Leader in Consumer Intelligence today announced the availability of its Consumer Intelligence for 2008. For the first time, the company will offer predictions of automotive purchase behavior and consumer psychographics for every Postal Code in Canada. These offerings join Generation5’s Consumer Intelligence on demographics, expenditures, media consumption, shopping behaviors, financial behaviors, and future population.

With the help of these new offerings, Generation5 will be even better able to help marketers target their offerings to the right Canadians. Instead of targeting customers based on the general demographics of a census region, marketers working with Generation5 use Consumer Intelligence to target customers based on metrics they really care about – how much they spend on their category of goods or services. Starting with this release, Generation5 will better be able to help marketers target Canadians based on their automotive ownership and purchase behavior. Generation5 will also be adding “Psychographics” to our offering. This additional dimension will allow marketers to target not only who buys within their category, but also those Canadians whose attitudes and values are a fit for their brand. Profiles such as bargain hunters, status conscious, socially conservative or liberally-minded will enhance our clients’ understanding of their customers.

“Marketers have come to realize the value of Consumer Intelligence,” notes Generation5 CEO, Joe Nicholson. “They’re finding time and again they are able to improve response rates offers by fifty to one hundred percent. Our customers have come to us looking for intelligence on the attitudes and values that can help them get even more fine-grained and see even better results.”

Where predicting psychographics to the postal code would have been a massive undertaking in the past, Generation5’s unique prediction technology automates the process. Generation5 Founder and Chief Scientific Officer, Milorad Krneta explains, “The only limit to the number of predictions we can make is computing power. As

computing power advances with Moore's Law, we are able to produce accurate predictions for all of Canada faster and faster.”

Another benefit of the increasing speed of prediction, Generation5 is releasing its 2008 predictions earlier than ever before and well in advance of the official release of aggregated data by Statistics Canada.

For automotive purchase behavior, Generation5 will be providing extensive predictions down to the Postal Code on such behaviors as make, class, and ownership status of primary vehicle, purchase intent of new vehicles, aftermarket purchase behavior. Even who did their most recent tune-up and where they got gas.

For psychographic behaviors, Generation5 will be providing insights into over 52 attitudes and values ranging from whether Canadians watch what they eat, have feminist values, are stylish, extroverted, socially conscious or sexually inhibited.

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

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