



Company Overview

Redi-Data, Inc. provides consumer, business and healthcare professional data, mail and email lists. The company offers a diverse selection of information and data points including demographic, geographic, financial and lifestyle. Redi-Data also offers lead verification, as well as comprehensive data processing and turnkey direct marketing services.

As an industry leader in healthcare information, Redi-Data is a preferred licensee of the American Medical Association (AMA), American Dental Association (ADA), American Osteopathic Association (AOA) and American Society of Health System Pharmacists (ASHP), and has an extensive collection of physician and medical professional email addresses.

Redi-Data also offers data services including Redi-Analytics, an analytic component to help rate potential customers based on risk and response data. Other services include list hygiene, data processing and postal processing such as National Change of Address, Delivery Sequence File, Delivery Point Validation, and data and phone number appends for business and consumer files.

Headquarters - Fairfield, New Jersey

Sales Offices - Fairfield, New Jersey & Sunrise, Florida

Financial - Privately owned

CEO - Thomas R. Buckley

Products & Services

<i>Redi-ConsumerSM</i>	<i>Redi-Business[®]</i>	<i>MedB2BSM</i>
<i>Redi-ConsumerSM Email</i>	<i>Redi-Business[®] Email</i>	<i>Redi-Physician</i>
<i>Redi-Data StoreFront</i>	<i>Redi-Connect[®]</i>	<i>Licensee AMA</i>
<i>Redi-ConsumerSM New Movers Lists</i>	<i>Occupant Lists</i>	<i>Licensee ADA</i>
<i>Redi-Analytics</i>	<i>Specialty Lists</i>	<i>Licensee AOA</i>
<i>Consumer Data Services</i>	<i>Business Data Services</i>	<i>Licensee ASHP</i>
<i>Data Enhancement</i>	<i>List Hygiene</i>	<i>Redi-Counts</i>

Product & Service Highlights

Redi-ConsumerSM

Redi-Data offers over 173 million consumers in over 99 million households with over 60 million permission-based email addresses. Hundreds of selects include: name, address, geography, marital status, home and mortgage data, presence of children, income/credit/financial, occupation, ethnicity and religion, hobbies and interests, charitable donations, mail order responsiveness, buying habits, etc.

Redi-Business[®]

Redi-Data offers detailed data on over 17 million executives and 15 million businesses in the US, which can be searched by tens of thousands of SIC codes or by keywords. Selects include: name, address, phone number, key contact name, employee size, sales volume, headquarters, branch/subsidiary, minority ownership, etc.

MedB2BSM

MedB2B is one of the industry's most comprehensive email databases for healthcare professionals, which includes physicians, dentists, nurses, and hard-to-find group practice and hospital-based professionals' emails.

Redi-Analytics

Based on Redi-Consumer, Redi-Analytics applies modeled scores* to help identify specific prospect qualities ranging from potential credit risk to highly responsive.

Redi-Connect[®]

Redi-Connect is Redi-Data's real-time lead verification and data enhancement service allowing contact centers and Websites to identify the name and address of incoming inquiries in milliseconds. Once the contact is verified, hundreds of data points covering a range of financial, demographic, lifestyle, ethnicity, and geographic data are available to the call or Web center professional instantly.

Redi-Counts

Redi-Counts is an online count system making list search and download quick and easy. At redicounts.com, customers can access all of Redi-Data's extensive consumer, business and specialty data and customize searches by dozens of selects, such as financial, geographic, occupation, SIC codes, ethnicity and more.

Redi-Data StoreFront

Redi-Data StoreFront allows organizations to market, promote and sell Redi-Data's comprehensive data, mail and email lists to their own sales teams or to their own customers via a secure, Web-based platform. Redi-Data StoreFront clients are able to customize the branding of the Website for transparent access.

Please visit redidata.com to find out about more Redi-Data solutions and view datacards.

**Scores powered by Analytics IQ, Inc.*

Redi-Data is a Redi-Direct Marketing company. Redi-Direct Marketing, Inc. was founded in 1990 to help companies fully leverage the intelligence in their most valuable asset: customer and prospect data. Redi-Direct Marketing's family of companies provide CRM software, decision-support systems, list and data management services, relationship marketing solutions, multi-channel marketing campaign management, mail and fulfillment, digital printing, email deployment, web development and hosting. By working with Redi-Direct Marketing, companies streamline vendor management while gaining access to a broad array of tailored solutions that enable them to generate and nurture sales leads.