SOLUTIONS

BETTER DATA, BETTER OUTCOMES.

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OUR SPECIALTY

FOR OVER 20 YEARS...

Redi-Data has empowered businesses to win new customers with some of the most unique and innovative solutions in the data industry. Redi-Data's extensive databases include records on over

- **200 million** consumers
- 112 million households
- 17 million businesses
- One million healthcare professionals

DATA DELIVERED IN A HEARTBEAT

Using Redi-Data's proprietary Redi-Counts platform and online search tool, our data professionals work closely with clients to customize lists based on hundreds of criteria and deliver new leads in as fast as a few minutes.

WITHOUT ACCURATE DATA, YOU'RE NOT REDI

Redi-Data offers a full line of data services. With our healthcare, consumer and business data append, we match clients' lists to our databases to add hundreds of data characteristics to their existing prospect and customer lists. We also offer complete list hygiene and data enhancements, including the most crucial list services, such as National Change of Address, Delivery Sequence File, Delivery Point Validation, address correction, phone and email append and more.

Redi-Data's Redi-Connect® provides real-time lead verification and data enhancement solutions for contact centers. With as little information as a phone number, Redi-Connect can identify your customers' name and address information in milliseconds, as well as instantly deliver hundreds of data characteristics, such as demographics, buying habits, financial information and more.

INFINITE SOLUTIONS FOR ALL YOUR BUSINESS NEEDS

In addition to data and data services, we provide multi-channeled marketing solutions, such as web development and hosting, digital printing, email deployment, direct mail and fulfillment, through Redi-Data and the Redi-Direct companies. Coupled with our unparalleled customer service, you won't find a more comprehensive package of data and marketing solutions at a better value anywhere else.

OUR DATA



HEALTHCARE PROFESSIONAL LISTS

Redi-Data is nationally recognized as a leader and innovator in healthcare data, healthcare lists and healthcare marketing services.

Trusted by life sciences companies, agencies, medical device manufacturers, hospitals and CME providers alike, Redi-Data delivers the most highly integrated offering of healthcare data and healthcare marketing services.

VIEW DATA CARDS



MA Physician Lists



Dentist Lists



AOA Osteopath Lists





NPs/PAs



Physician Prescribing



ICD-9, ICD-10, CPT Codes



State Licensed Pharmacists



State Licensed Nurses



Oncology Nurses



Diabetes Educators



Mental Health Professionals



Consumers with Ailments

THE MOST ACCURATE LISTS FROM THE MOST TRUSTED SOURCES

■ Official licensee of the

AMA — American Medical Association

AOA — American Osteopathic Association

- Dozens of details on each record, such as specialty, degree, education, experience, state of licensure and more
- Robust multi-channel data such as postal, email and phone information



the Most Comprehensive **Email Database** of Healthcare Professionals for **True Multi-Channel Marketing**!



Redi-Data's proprietary email collection is

- Multi-sourced
- CAN-SPAM compliant
- Linked to traditional databases

OUR DATA | PAGE 4-5

215 MILLION CONSUMERS, 110 MILLION HOUSEHOLDS



CONSUMER MAILING LISTS

Select highly detailed consumer profile criteria, such as home value and income, as well as targeted information including demographics, geography, buying habits and much more.

- Consumer Phone Lists Reach Over 110 Million Phones and Over 91 Million Mobile Devices
- Consumer Email Lists Over 79 Million Permissioned Addresses, CAN-SPAM Compliant Professional Deployment Using Our Technologically Advanced Platforms

18 MILLION BUSINESSES, OVER 40 MILLION EXECUTIVES BUSINESS MAILING LISTS

Redi-Data's business database is one of the largest in the industy.

- Hundreds of Selects: Demographics, Econometrics, Busines Types and More
- Business Email Lists: Reach Over 3 Million Businesses and 25 Million Contacts with Permission-Based Email Addreses, Professional Deployment Using Our Technologically Advanced Platform.



VIEW DATA CARDS

CONSUMER LISTS CAN INCLUDE AND BE CUSTOMIZED BY:

- ► Name and Address
- ▶ Phone Number
- ▶ Geography
- ► Marital Status and Family
- ► Home and Mortgage
- ▶ Income. Credit and Financial
- ▶ Occupation
- ► Mail Order Responsiveness

BUSINESS LISTS CAN INCLUDE AND BE CUSTOMIZED BY:

- ► Annual Sales Volume
- ► Top Executive Contact Name
- ▶ Employee Size
- ► Executives/Professionals by Title
- ▶ Gender
- ► Radius by Rooftop or ZIP Code
- ► Headquarters/Branch
- ► Executives by Language Spoken
- ► Executives by Ethnicity
- ▶ Much More



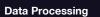
OUR DATA SERVICES



Full line of in-house marketing services including

- press-quality digital printing
- sophisticated email deployment
- full mail-shop and postal facilities





The easy, affordable way to upgrade your lists to precision standards. In as little as a day or less, our data professionals can upgrade your lists to comply with current postal regulations, as well as the latest National Change of Address (NCOA)

addresses.



Email Append

We can match email addresses to your existing customer or prospect database so you can maximize your marketing efforts.



Email Deployment

Redi-Data tests and operates the industry's most sophisticated in-house email deployment systems, getting our customers maximum click-throughs, conversions and marketing reach.



Redi-Analytics

Applies modeled scores* to help identify specific prospect qualities ranging from potential credit risk to highly responsive.



Redi-Connect Real-Time Data

Proprietary
technology delivers
name and address
data, or more
detailed demographic
and lifestyle
information, to your
contact center or
web platform in
milliseconds.



Physician Validation

With as little information as a healthcare professional's name, phone number, postal address or email address, our proprietary technology can instantly recognize your customer or prospect and easily integrates into your call center or Web platform.



On-line Counts

With Redi-Counts, you have immediate access to over one million healthcare professionals, including licensed data from the AMA, AOA and more.



Physician Verification

Delivers healthcare professional data in milliseconds, such as physician names and license numbers, so you can check physician information without slowing down your sales cycle.



Physician Kaiser Permanante Prescribing Data Suppression

Redi-Data has partnered

with Source Healthcare

Analytics to bring you

SOURCE® POWER

PROFILER, the most

complete database of

Physician Prescribing

Data available.

We offer a comprehensive Kaiser Permanente Suppression service, with the ability to flag your lists for the healthcare professionals and locations in the Kaiser system.



WHY CHOOSE US?



COMMITMENT TO QUALITY

All our databases feature in-depth record profiles, are multi-sourced and verified, multi-channel and are updated daily for maximum deliverability.



TRUSTED SOURCES

As an official licensee of industry leading sources, such as the AMA and AOA, we deliver postal lists from the top authorities in doctor information.



BEST VALUE

With in-house capabilities, we offer a complete range of data services that can be customized to fit your specific business needs.



INDUSTRY EXPERTISE

We have over 20 years' experience in the life sciences, pharmaceutical, CME/CE and specialty markets.



KNOWLEDGEABLE SUPPORT

Our data professionals will help you develop a marketing strategy that turns the best data into real results.

YOUR RESULT

STREAM-LINED, CUSTOMIZED MARKETING THAT WILL LAUNCH NEW CUSTOMERS AND SEND YOUR ROI SOARING

When the successful execution of marketing programs requires an experienced industry leader in data and data solutions, many top companies partner with Redi-Data.

The Most ACCURATE Lists

The Most TRUSTED Sources

The Most AFFORDABLE Solutions

Better Data, Better Outcomes

www.redidata.com