

## INFOCOMMERCE GROUP CITES EXEMPLARY PUBLISHERS OF RICH DATA

Internet publishing experts complete “Models of Excellence” list, recommend six content enhancing techniques  
FOR IMMEDIATE RELEASE

**PHILADELPHIA – November 16, 2004** – InfoCommerce Group, Inc. ([www.infocommercegrup.com](http://www.infocommercegrup.com)), a leading provider of consulting and research to online data publishers, announced today the final 20 information products to make the company’s list of 50 “Models of Excellence” for 2004. InfoCommerce Group creates the annual list to highlight innovative Web-based products that combine rich data with world class software.

Russell Perkins, CEO, InfoCommerce Group, said the winning companies in this year’s Models of Excellence are adding value to their data by employing six different techniques, which include specialized taxonomies, interpretation and analysis, 3R (ratings, rankings and recommendations) systems, software integration, customized feeds and aggregation.

InfoCommerce Group covers all “Models of Excellence” winners on its Web site and in its publications and periodically surveys the companies behind the products as industry bellwethers on key areas of interest to database and directory publishers. The company publishes results and analysis in InfoCommerce Report, its influential monthly newsletter.

The final products to be recognized as 2004 Models of Excellence are:

- DNCScrub, published by Contact Center Compliance Corp. ([www.dnc.com](http://www.dnc.com)), a Web-based service for telemarketers that enables them to comply with do-not-call laws.
- Domania, published by LendingTree, Inc. ([www.domania.com](http://www.domania.com)), an innovative customer acquisition and retention product for banks, mortgage lenders and real estate agents.
- ESP Online, published by Advertising Specialty Institute ([www.asicentral.com](http://www.asicentral.com)), a service that couples a powerful database of more than 650,000 promotional products with tools that help users create customized sales presentations.
- Falcon ID, published by Fair Isaac ([www.fairisaac.com](http://www.fairisaac.com)), a service that helps creditors detect and resolve identity fraud attempts during account originations and throughout the lifecycle of an account.
- Fiduciary Grades, published by Morningstar ([www.morningstar.com](http://www.morningstar.com)), a database which scores mutual funds on their qualitative aspects such as regulatory compliance, board composition, fund manager compensation, fees and corporate culture.
- FundXtra, published by UpTick Data Technologies Inc. ([www.uptickdata.com](http://www.uptickdata.com)), a service that uses proprietary software to convert highly detailed financial performance data into readable and informative text.
- Gracenote CDDDB, published by Gracenote ([www.gracenote.com](http://www.gracenote.com)), a recorded music recognition service that contains a large online database of music information.
- GuideStar, published by Philanthropic Research Inc. ([www.guidestar.org](http://www.guidestar.org)), a national database of financial and other information on non-profit organizations nationwide.
- HQ Online, published by Omnigraphics, Inc. ([www.omnigraphics.com](http://www.omnigraphics.com)), a regularly updated database of contact information on major businesses and organizations.
- KnowledgeStorm, published by KnowledgeStorm Inc. ([www.knowledgestorm.com](http://www.knowledgestorm.com)), a business technology search site that provides software, service, reseller and hardware information on thousands of IT solutions.
- Netvention, published by Netvention Inc. ([www.netvention.com](http://www.netvention.com)), a data extraction service that helps companies automatically find and collect business information from the Web.
- OpenSecrets.org, published by the Center for Responsive Politics ([www.opensecrets.org](http://www.opensecrets.org)), a Web site based on Federal Election Commission data that allows anyone to see exactly who has contributed to which politician.
- P!N ProfileBuilder, published by Kintera Inc. ([www.prospectinfo.com](http://www.prospectinfo.com)), a product that helps non-profits identify wealthy potential contributors on their in-house databases, then rank and profile them.
- PartMiner, published by PartMiner, Inc. ([www.partminer.com](http://www.partminer.com)), a database of data sheets and other information on more than 32 million electronic components from more than 1,800 manufacturers.
- PhoneScoop, published by PhoneScoop ([www.phonescoop.com](http://www.phonescoop.com)), a comprehensive database of mobile phone information, including specifications, feature lists, photos, links and user reviews.

- RestaurantRow, published by RestaurantRow.com, Inc. ([www.restaurantrow.com](http://www.restaurantrow.com)), a large and comprehensive Internet restaurant listing and reservation service.
- Salary.com, published by Salary.com ([www.salary.com](http://www.salary.com)), a database of market prices for more than 2,100 job descriptions and more than 4,400 job titles based on multiple salary surveys.
- TravelWatch, published by iJET Travel Intelligence, Inc. ([www.ijet.com](http://www.ijet.com)), a service that provides continuously updated destination-specific risk advisories and intelligence for more than 450 destinations worldwide.
- Vault, published by Vault, Inc. ([www.vault.com](http://www.vault.com)), a database of insider company employment information, advice and career management services.
- Weiss Ratings, published by Weiss Ratings Inc. ([www.weissratings.com](http://www.weissratings.com)), a service that helps consumers and business professionals make informed financial decisions about more than 15,000 financial institutions.

The complete list of 50 honored products and the information on the six content enhancing techniques they employ are available as a PDF download on the Web at: <http://www.infocommercegroup.com/services/matrix.shtml>

### **About Infocommerce Group Inc.**

InfoCommerce Group provides consulting and research to its clients — publishers of commercial databases from nearly 30 companies in seven countries. InfoCommerce Group also publishes InfoCommerce Report, produces the annual InfoCommerce Conference and the Models of Excellence list and identifies opportunities and coordinates investments in early-stage database content companies. For more information please visit <http://www.infocommercegroup.com>, or call 610-649-1200, ext. 252.

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