

Crate and Barrel Chooses TARGUSinfo to Accelerate Customer Acquisition

Retailer deepens marketing impact with On-Demand customer contact information services

VIENNA, Va., June 13, 2007 – Crate and Barrel, one of the most admired names in retail, has selected ShopperComplete marketing services from TARGUSinfo to better understand customer buying patterns, optimize marketing campaigns and ultimately improve sales at more than 150 locations nationwide.

“Seventy percent of our catalog customers make their purchases from our retail stores, so it’s critical for us to identify as many of those retail purchases as possible,” said Doug Rothery, Customer Analytics Manager for Crate and Barrel. “By capturing customer information at checkout, TARGUSinfo helps us optimize customer acquisition through our retail stores, build up our mailing list and follow up with first-time visitors. Without contact information, we’re flying blind.”

Crate and Barrel switched to TARGUSinfo from another data services vendor and has seen measurable improvement. “In our Atlanta and Texas stores, we’ve acquired data on 75-80% more customers with TARGUSinfo than we did before,” said Rothery. “We are definitely getting a great picture of what is happening in retail.”

“Crate and Barrel is one of the most recognizable and respected names in retail,” said Paul McConville, Director of Consumer-Facing Services for TARGUSinfo. “Innovative retailers like Crate and Barrel are turning superior data from TARGUSinfo into critical advantages in the impact of their marketing, the depth of their customer analysis and the efficiency of their operations. TARGUSinfo is proud to be a valued part of Crate and Barrel’s continued growth.”

Crate and Barrel has joined a growing list of national organizations — such as Lenox, Levenger and Meineke Car Care Centers — that rely on TARGUSinfo services to make their CRM and marketing systems more effective.

For more information, visit www.TARGUSinfo.com/marketing.

About Crate and Barrel

Founded in 1962, Crate and Barrel is one of the most influential and respected housewares retailers in the US, operating more than 150 stores in 25 major markets nationwide. Crate and Barrel employs more than 7,000 associates and issues about 15 million catalogs annually. The company also sells merchandise on its Web site, www.crateandbarrel.com.

About TARGUSinfo

TARGUSinfo is the leading provider of On-Demand DataSM services for consumer-facing businesses. Its unique identification, verification and location services enable retailers, call-center operators, Web-based marketers, telecommunication providers and others to dramatically increase the quality of their services and the effectiveness of their marketing. A privately held company, TARGUSinfo is headquartered in Vienna, Va. Please visit www.TARGUSinfo.com or call 800.6.TARGUS (800.682.7487).

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