

## MANAGEMENT BIOGRAPHIES

### George G. Moore

CHAIRMAN AND CHIEF EXECUTIVE OFFICER

George Moore manages the strategic direction of TARGUS Information Corporation (TARGUSinfo) and its subsidiaries, Amacai and Localeze. He co-founded the company in 1993 with Jim Shaffer to develop a new generation of information services using intelligent call processing. George is a pioneer in the development of information technology for business applications. His expertise is now being applied to the development and marketing of TARGUSinfo solutions.

Prior to co-founding TARGUSinfo, George was Executive Vice President and a principal of National Decision Systems (NDS), a demographic information and target marketing company based in San Diego. He was also Executive Vice President with Equifax Marketing Decision Systems following its acquisition of NDS.

NDS concentrated on marketing information delivery systems like Infomark, the first CD-ROM marketing information workstation in the US, and VISION, a third-generation geo-demographic system that clustered all US households into 49 distinct market segments. For three years, NDS was included on the “Inc. 500” list of America’s fastest growing companies. NDS clients were primarily in the direct marketing, insurance, financial services and retail industries.

Before joining NDS, George was Senior Vice President with CACI International in Washington, DC. He was General Manager of the Market Analysis Division that developed marketing information solutions for consumer goods and services companies.

George is currently involved in a number of business and civic activities. He is Chairman of Erne Heritage Holdings and a member of the Board of Directors of the New Ireland Fund (NYSE IRL).

In addition, he is a Board Member of the Ireland America Economic Advisory Board to the Prime Minister of Ireland, Northern Ireland Trade & Investment Council, The Flax Trust, and Trustee of the Northern Ireland Memorial Fund. Honors include “US Top 100 in Business: 1991-2006” from *Irish America Magazine* and “Outstanding Alumnus 1991 Award” from University College Dublin.

In 2007, Her Majesty, The Queen, recognized George for his contribution to the Northern Ireland economy and for his international work on behalf of all of Ireland with an Honorary CBE — Commander of the Most Excellent Order of the British Empire.

George holds both Economics and MBS degrees from the University College Dublin, and an MBA and DBA from George Washington University, Washington, DC. He was awarded an Honorary Doctorate in Sciences by the University of Ulster in 2006.

George lives in Washington DC with his wife, Angela, originally from Northern Ireland. They have three children.

## Jim Shaffer

### EXECUTIVE VICE PRESIDENT, TECHNOLOGY

Jim Shaffer, co-founder of TARGUSinfo, has primarily been responsible for the technology development of the company's services. He has extensive computer knowledge in large database design, integration, maintenance, linkage, retrieval and applications. Jim and George Moore are co-inventors of 17 issued patents. These patents all relate to real-time linking and integration of information over a network.

Prior to co-founding TARGUSinfo, Jim was a co-founder of National Decision Systems (NDS) in 1979. Jim and George also developed two different generations of geo-demographic segmentation systems: Vision and MicroVision.

While at NDS, Jim also led the development of the first Laser Video Disk and, in 1983, Infomark, a multiple CD-ROM PC-based desktop marketing system. Infomark stored on CD-ROM 30-plus unrelated geographic, cartographic, demographic, list, panel consumption and spatial databases in a LZW compressed form. Data could be instantly retrieved, decompressed and integrated directly from the CDs for any combination of databases, for an area of any size or shape anywhere in the United States. The retrieved and processed data could be displayed in formatted reports, graphs, mapped and/or imported in to third-party software packages.

Jim received a BA in Physical Chemistry from the University of California at Santa Barbara and an MBA from San Diego State University.

## Dennis G. Ainge

### EXECUTIVE VICE PRESIDENT, CORPORATE DEVELOPMENT

Dennis Ainge has held a number of executive management positions during this 13-year tenure with the company, including VP of Sales, SVP of Sales and Marketing and, most recently, EVP of Strategic Development. Dennis is responsible for all data alliances and third-party partnerships. He directs the strategy and contracting for adding third-party services that enable TARGUSinfo to launch new services and enhance existing On-Demand solutions. Dennis also leads the company's implementation services group as well as sales and support efforts for some of TARGUSinfo's largest and most strategic accounts.

As VP of Sales during the company's initial nine years, Dennis was personally involved in implementing and supporting virtually every TARGUSinfo client in the company's first three lines of business: On-Demand Name/Address service, Single Number Services and CallerName Services. His personal involvement and expertise in the IVR, live-operator and e-commerce communities has made him a sought-after resource for implementing On-Demand applications in Fortune 1000 companies.

Prior to joining TARGUSinfo, Dennis held a variety of sales and management positions with a number of technology companies including Equifax National Decision Systems, Endmark Corporation and Advanced Technology, Inc.

Dennis holds a BS in Computer Science and Business from the University of Dayton and Graduate Studies at George Mason University.

**Mike Sullivan**  
CHIEF FINANCIAL OFFICER

Mike Sullivan is responsible for all TARGUSinfo financial and human-resources operations. Mike joined TARGUSinfo in early 2004 and brings over 20 years of strategic and operating experience across a range of industries. His expertise includes a comprehensive understanding of corporate finance and hands-on experience with both public- and private-market securities offerings.

Prior to joining TARGUSinfo, Mike served as CFO for several venture-backed technology companies, including E-centives, a developer of online marketing systems; Viaken Systems, a bioinformatics services company and NexTone Communications, a purveyor of software for VoIP communications. Mike also spent nine years in operating and financial management roles at Manugistics Group, where his responsibilities included managing all of the company's mergers and acquisitions activities. He also served in technology management roles at Best Software and CACI International's Market Analysis Division.

Mike holds a BA in Economics/Mathematics from Dartmouth College and an MBA from Stanford University.

**TTom Gellenthien**  
CHIEF COUNSEL

TTom joined TARGUSinfo as General Counsel in 2008 and handles general legal matters including issues related to contracts, licensing, intellectual property and corporate governance.

Previously, TTom served as patent counsel for Alcatel-Lucent, where he handled patent licensing and litigation matters in the areas of telecommunications and optical fibers. He also served as an associate for the Fitzpatrick, Cella, Harper & Scinto law firm in Washington, DC.

TTom holds a BSME from Kansas State University, an MSEE from George Washington University and a JD from the University of Kansas.

## **Craig Schmackpfeffer**

VICE PRESIDENT, ENGINEERING

Craig Schmackpfeffer is responsible for the implementation and deployment of data access and networking technologies for TARGUSinfo. He has been instrumental in the development of TARGUSinfo network solutions, including the creation of TARGUSinfo Service Bureaus, TARGUSinfo Caller Name Services “secondary dip” capability, the TARGUSinfo Application Programming Interface and the TARGUSinfo SS7 network, which supports traditional TDM signaling as well as SIGTRAN protocols. Craig has also worked extensively with TARGUSinfo partners and vendors to integrate TARGUSinfo access into third-party equipment.

Prior to joining the company full time, Craig developed its Caller Name Services servers. His experience includes over 15 years in systems design, with expertise in communications and real-time systems.

Before he joined TARGUSinfo in 1998, Craig ran a software consulting company that specialized in communications solutions. When he was with Nortel Networks, he designed and built messaging services that still process billions of Directory Assistance messages every month. Craig has also worked with Alcatel Network Systems and Racal-Milgo.

Craig received his BS in Computer Science from Rochester Institute of Technology in Rochester, NY.

## **Joe McNulty**

VICE PRESIDENT, CLIENT SERVICES

Through his years of management and leadership experience at technology companies, Joe McNulty has developed in-depth knowledge of technology integration, data-driven business processes, sales and support operations and project management. At TARGUSinfo, he continues to focus on solving business problems that require data-intensive solutions and building more mutually effective partnerships with clients.

Joe joined TARGUSinfo in 2005 to manage and deliver client implementations. Over that span, he has successfully managed close to a hundred client implementations across the full range of TARGUSinfo solutions. He has also brought new leadership and structure to TARGUSinfo client-facing operations, which include Data Analytics, Implementation Services, Support Services and Account Management.

Prior to TARGUSinfo, Joe held senior management positions overseeing sales operations, business development, technical operations and project delivery at software and services firms, including Lockheed Martin, BioNetrix and Xtria.

Joe holds a BS in Engineering from The Catholic University of America and an MBA from St Joseph’s University.