

The List logo consists of the words "THE LIST" in a bold, white, sans-serif font, with a registered trademark symbol (®) to the right. The text is centered within a black rectangular box that has a thin yellow border.

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FOR IMMEDIATE RELEASE

The List introduces New Product, DailyVista

PRODUCT TRACKS BUSINESS NEWS FOR NEW BUSINESS OPPORTUNITIES

May 22 , Atlanta, GA ... Todd Knutson, Chief Executive Officer of The List, announces the launch of its new product, DailyVista, available immediately. The service offers subscribers a daily analysis of business news to assist advertising, marketing and creative agencies with their new business development. DailyVista is designed to complement The List's comprehensive database of prospecting intelligence and marketing contacts.

According to Mr. Knutson, "Even the best agencies have trouble consistently developing new sources of leads to keep their sales pipelines full. Our research staff scours the most influential business publications every day to identify opportunities worth pursuing. We filter this news with an eye for business development across all marketing channels including interactive, branding, direct, promotions and general advertising. We call the company behind the story to uncover the information needed to get a foot in the door, whether it's a re-branding opportunity, request for proposal, or the best time for an introduction."

Subscribers can read DailyVista in a variety of formats, and new articles are posted throughout the day. "I don't know of any other service here in the U.S. that takes such a comprehensive approach to new business lead generation and development," Knutson added.

The site, www.dailyvista.com, provides additional information about the service, operation, staff and access to The List's products and services.

About The List

Founded in 1995, The List helps connect business development professionals with marketing and advertising decision makers. The List maintains the largest and most reliable database of prospecting intelligence on the most sought after companies in North America. Clients include creative agencies and business-to-business firms looking for comprehensive insight and insider information to land their ideal clients. The searchable database includes direct dials, e-mails, reporting structure, brand-agency relationships, media spend, company news, and new business leads uncovered through interviews with top executives. Each individual contact is verified by phone every 120 days, and research is gathered, analyzed and presented from a marketing and new business perspective. For more information visit www.thelistinc.com.