

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's First Visits and Catapult New Business Agree To Merge *Combination Creates Largest New Business Development Firm in U.S.*

Sep. 20, 2007, ATLANTA, GA ...The List, an Atlanta-based provider of business prospecting intelligence, announces the merger of its First Visits division with Catapult New Business, LLC a new business outsourcing company with complementary services.

First Visits is the proactive new business development arm of The List and has represented some of the top marketing communications firms in the U.S. since 2001. Catapult was founded in the U.S. in 2005.

The merger is effective immediately and the company will operate as Catapult New Business. Catapult's Atlanta office has expanded to include the staff from both organizations. David Currie will continue in his role as company President.

"By joining the two enterprises, Catapult has a deeper level of expertise," said Currie. "Combining First Visits' experience and industry knowledge with Catapult's technology and talent enhances our ability to deliver qualified opportunities for our clients."

The merger presents a deliberate and strategic move on behalf of The List to focus efforts on its core business, The List Online.

"We're proud of the achievements of the First Visits team over the last six years," said Todd Knutson, Chief Executive Officer of The List. "We recognize that the combination of the two similar entities will make Catapult stronger and better able to serve clients with expanded service offerings, and provide new opportunities for all employees."

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.

About Catapult New Business

Catapult New Business is a fully integrated new business consultancy that provides strategic new business support to all disciplines of marketing services organizations seeking to grow through proactive new client acquisition. This is achieved through strategic agency positioning, new business strategy development and direct representation to the marketplace. Catapult was founded in the U.K. in 2001 and became one of the country's fastest growing new business consultancies before being sold. It launched in the United States in 2005. For more information visit www.catapultnewbusiness.com.

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