

FOR IMMEDIATE RELEASE

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FIRSTMARK ANNOUNCES 186,000,000 CONSUMERS BY LIFESTYLE and INTERESTS

October 15, 2005, Campton, NH: FIRSTMARK, Inc., a leader in mailing lists and data management, announces the addition of mailing lists of more than 186,000,000 consumers by lifestyle and interests.

FIRSTMARK's consumer lists can be selected by criteria most desirable for direct marketers, including: home entertainment preferences; self-improvement and health interests; sports, financial, and hobby interests; and pet ownership. Additional selects are: age, gender, income range, marital status, geography, income and presence with children. The complete list of FIRSTMARK's consumer mailing lists products is available at www.firstmark.com/category_lists/alpha_lists_consumer.html.

Information from FIRSTMARK databases can be used for direct mail, telemarketing, sales, marketing and research projects. All lists can be emailed as an electronic database in any standard Microsoft Windows software platform, printed as labels, or created as a custom list or report. Other special custom formatting is also available.

FIRSTMARK has provided the highest quality mailing and telemarketing lists since 1987. Over 98% of customer orders are fulfilled the same day. FIRSTMARK has maintained its website www.firstmark.com since April, 1995.

A complete listing of FIRSTMARK's more than 300 business-to-business mailing list products is available at: www.firstmark.com/category_lists/alpha_lists.html.

For more information on FIRSTMARK's mailing lists and databases, see www.firstmark.com or call 800-729-2600 or 603-726-4800. Email FIRSTMARK at info@firstmark.com.