

FOR IMMEDIATE RELEASE

Contact: Michael H Pomerantz
800-729-2600 • 603-726-4800 • 603-726-4840 (fax)
www.firstmark.com • info@firstmark.com

FIRSTMARK ANNOUNCES OVER 11,000,000 COLLEGE, UNIVERSITY, HIGH SCHOOL STUDENTS MAILING LIST

June 21, 2007, Campton, NH: FIRSTMARK, Inc., a leader in mailing lists and data management, has added two mailing lists which include more than 11,000,000 College, University, and High School students.

The College and University student file (www.firstmark.com/consumer/u_students_consumer.htm) contains more than 5 million college and university students who are full-time students at two or four year programs at school or home addresses. It can be selected by class (freshman through graduate student), gender, household income or state, by school address (where the student resides when school is in session), home address (student's permanent address), or commuter address (an address within a 20-40 mile radius of the college, usually a full-time address.)

The High School student file (www.firstmark.com/consumer/hs_students_consumer.htm) contains more than 6.9 million high school students at home addresses. It can be selected by year of graduation, household income, gender, or state.

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 online since April, 1995.

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

A complete listing of FIRSTMARK's more than 400 business-to-business mailing list products is available at: www.firstmark.com/category_lists/alpha_lists.html. A complete listing of FIRSTMARK's consumer mailing lists products is available at: www.firstmark.com/category_lists/alpha_lists_consumer.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.