

Semcasting Launches

Semcasting offers Optimized Multi-Channel Targeting

Andover, MA, October 15, 2009 — Today Semcasting, Inc. is pleased to announce the launch of its multi-channel direct marketing solutions platform.

The Semcasting Audience Targeting platform is designed for the needs of the buy-side Advertiser, integrating social, behavioral, contextual, demographic and geographic data attributes into an optimized consumer-targeting solution. Semcasting catalogs over 30,000 categories of commercial and retail transactions and uses that data to define prospect audiences that are associated with keywords, sites, RSS feeds and social media properties.

As part of the launch, Semcasting is also announcing the acquisition of a license to the technology, partners and client base of Genalytics. Genalytics' technology will be integrated into the Semcasting Audience Targeting Platform. Genalytics currently provides targeted direct mail, phone and email targeting solutions for over 750 campaigns a year through its automated On-Demand Targeting solution. Genalytics also creates proprietary affluence data that is used by Fortune 1000 retailers, travel, Internet properties and financial institutions. It is resold by two of the top three data compilers in the industry.

When combined with Genalytics' technology, the Semcasting Audience Targeting platform will expand our reach to include email, phones and postal address targeting, closing the loop to offer clients a robust offline marketing technology and data solution to mesh with Semcasting's online Audience Targeting platform.

"Online marketing is catching up, but direct mail is still an important part of the marketing mix. Predictability and performance measurement benefits provided by analytic technologies such as Genalytics makes a difference," said Ray Kingman, CEO of Semcasting. "We believe that the future profile of consumer direct marketing is going to include fully integrated multi-channel outreach. Analytic tools help buy-side advertisers define how the marketing mix of online and offline will come together profitably for each and every campaign."

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About Semcasting, Inc.

At Semcasting our focus is on the needs of the buy-side Advertiser. We measure and evaluate consumer acquisition, transaction and conversion processes and turn them into predictable, repeatable events. Our technology integrates social, behavioral, contextual, demographic and geographic targeting techniques with our proprietary semantic mapping into a single, optimized, targeting solution. Using machine learning we are able to identify the best prospects in the channel where they are most likely to transact for every campaign. Your customers are not one-dimensional and your targeting solution shouldn't be either. For more information, please visit <http://www.semcasting.com>.



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