

2010 Political Campaign Data

Andover, MA, March 23, 2010 -- As we start to close in on the end of the first quarter of 2010, I wanted to take a moment to reach out to all Semcasting partners and customers to update you on some new additions to our product line. We believe the coverage and accuracy of these offerings will enhance your current data and marketing programs.

Semcasting Voter Data



Semcasting Voter Data includes ten years of voter registration and contributions history. With coverage of all 50 states and over 90 million+ registered voters, this data is ideal for political campaign fund-raising, issues targeting, and/or get out the vote planning for 2010.

This data has been used in a national presidential campaign. It is now being deployed for House and Senate fundraising efforts, as well as gubernatorial election campaigns. When coupled with our patented predictive modeling, the voter registration and contributions history data has been enhanced with important propensity and interest variables that make it easier for campaign (micro)targeting:

Issues Targeting

Legislative Checks / Balances
Working across party lines
Budget: Fiscal discipline
Unemployment
Job creation
Taxes
Small Business Investment
Health Care Reform

State Gambling
Police / Fire / Protection Issues
Teacher Quality / Charter Schools
Illegal Immigration
Infrastructure Roads/ Rails / Bridges Projects
Energy: Green Economy / Wind Farms

Fundraising Contribution Models

High Value Contributors
Serial Contributors
One and Done Contributors

Get out the Vote Participation: Events
Get out the Vote Participation: Calling

Remember - with Semcasting there is **no consulting or cost for the analytics**. For the cost of renting the name, you get a custom targeting model and access to prequalified contributors and those individuals who best align with your candidates.

Also, be sure to check out our newly redesigned website at www.semcasting.com. It includes information on our new products and services including the upcoming Semcasting Consumer Data File.

Please contact me at rkingman@semcasting.com for more information or if you have any questions.



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