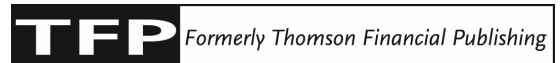


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## News Release

### For Immediate Release

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## TFP AND F1RSTMARK REINFORCE THEIR PARTNERSHIP

### *Co-Marketing of Available Lists is a Value-Add to the Industry*

**Skokie, IL – November 23, 2004** – TFP (formerly Thomson Financial Publishing), the leader in financial institution data for over 160 years, and F1RSTMARK, Inc., a top list and database management company, today announced a joint effort to reinforce their partnership by mutually expanding and promoting their business-to-business marketing solutions.

F1RSTMARK, whose client base largely consists of professional list brokers and marketing agencies serving diverse industries, will incorporate all of TFP's titles, which represent more than 300,000 financial executives across over 100 functional areas, into its direct mail and telemarketing list offerings. TFP's marketing database product, which, in addition to key contact names also offers extensive demographics and financial coverage for financial institutions globally, will continue to be directly and exclusively available through TFP.

Additionally, TFP will maintain its focus on providing marketing solutions directly to sales and marketing professionals in financial institutions and their industry suppliers. Offerings will now include TFP's proprietary marketing data as well as new products drawn from F1RSTMARK's wide variety of managed lists and databases.

"When we included an additional 40 functions to our marketing database, we felt it necessary to reevaluate our target audience and distribution channels," said Frederique Therond, product manager, marketing services for TFP. "We felt confident that as TFP's partner since 1998, F1RSTMARK's successful lead management services would expose our enhanced data to marketers in industries we would typically not reach."

"TFP's information is a powerful tool for marketers building intelligence on and marketing to the banking industry," said Karin Pomerantz, director of new business for F1RSTMARK. "By promoting their data along with information from the additional leading sources we represent, TFP gains the ability to serve those whose needs may cross into other market segments such as the securities, insurance and/or healthcare industries. Our partnership ensures TFP's clients are delivered all the information they need from a single source and in a single format."

#### **About TFP and Thomson Media**

TFP ([www.TFP.com](http://www.TFP.com)) is a leading provider of data and software solutions for financial and corporate institutions worldwide. TFP's product lines include Payment Efficiency, Risk Reduction, Marketing Services, Reference Tools for Banking™ and Specialized Outsourcing. TFP's solutions assist in accurately originating payments to realize higher payment STP rates; facilitating the repair of rejected transactions; ensuring compliance with global anti-money laundering and anti-terrorism requirements and guidelines, including the

(more)

USA PATRIOT Act, Bank Secrecy Act, Wolfsberg Principles, regulatory agencies such as the U.S. Treasury's OFAC and policy-making bodies such as the Financial Action Task Force. TFP maintains the most authoritative and comprehensive databases of financial institutions globally and has been the official routing number registrar for the American Bankers Association since 1911. TFP is a division of Thomson Media ([www.thomsonmedia.com](http://www.thomsonmedia.com)), a leading provider of information, data and software tools for professionals in the financial services and related technologies markets.

**About F1RSTMARK**

F1RSTMARK ([www.firstmark.com](http://www.firstmark.com)), one of the top 75 high tech companies in New Hampshire established its place in the direct marketing industry by promoting and marketing a wide variety of databases and business-to-business mailing and telemarketing lists to a global client base of professional list brokers, international consulates, publishers, manufacturers, distributors, and sales and marketing professionals across industries. F1RSTMARK houses and maintains over 250 different lists across industries including but not limited to healthcare, high-tech, pharmaceutical, finance, education, and religion. With a 17 year history, F1RSTMARK is well entrenched in the direct marketing industry. Their core competency is supplying a variety of different business types with company contact information often used to increase sales via promotion and marketing of new products, conduct market research, surveys, or competitive analysis, and locate potential high-level executives.

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