



PRESS RELEASE

Anchor Launches LeadVerifier™ To Verify, Correct and Enhance Internet Leads

Farmingdale, NY, July 19th, 2005 - Billions of leads are generated annually over the web, many having postal, email and/or phone number inaccuracies – resulting in lost sales. To address this problem, Anchor Computer today announced the availability of LeadVerifier™ - a web based system that instantly scrubs, verifies and enhances Internet leads received through end user and/or third party web sites.

“Leads that successfully pass through our LeadVerifier™ verification process result in better delivery of marketing communications messages through direct mail, phone and e-mail”, said Bill Korn, President of Anchor’s LeadVerifier™ Division. “Poor leads that have not passed our system are rejected - resulting in lower lead acquisition costs”.

“We designed LeadVerifier™ for companies seeking to reject worthless leads while verifying, correcting and enhancing good leads. Using our Web-based solution, leads are instantly processed against a combination of licensed postal products and multiple third-party consumer and business databases containing phone and email data”.

“LeadVerifier™’s interface provides the simplicity, security and control information technology (IT) that marketing professionals want!”.

How LeadVerifier™ Works:

After a lead is entered on a web site (end user or lead generator), the data is uploaded to our servers. Within seconds the data is scrubbed, verified, enhanced and then downloaded either as a good lead or rejected as a poor lead. (Good vs poor lead business rules are determined by client).

Users can choose from a pre-packaged service option or select customized processing options and any changes can be applied or appended to the original data based upon the service option(s) selected.

Using proprietary technology, LeadVerifier™ scrubs, verifies and enhances consumer and business data using USPS^(R) licensed products and other data sources. Options available include:

Name and Address Verification:

- Authenticates an individual, family or business exists at a specific address.

Postal Verification:

- Verifies an address is deliverable and whether it is a residence, business or other location.

Phone Verification:

- Verifies a phone number exists for that household or location

Email Verification:

- Corrects syntax and domain name errors.

Suppression Processing:

- Suppresses duplicate leads and undesirable addresses, ie. Prison addresses.



De-Duplication:

- Data is de-duped against previously verified data.

About LeadVerifier™

Using multiple consumer and business databases, LeadVerifier™ provides a wide range of lead scrubbing, verification and enhancement services. LeadVerifier™ is a division of Anchor Computer, Inc. LeadVerifier™ and the LeadVerifier™ logo are registered trademarks of Anchor Computer, Inc.

For additional information please visit www.LeadVerifier.com or call **(888) LEADSPLUS** (532-3775).

About Anchor Computer

Anchor Computer, Inc., Farmingdale, NY, is a national database marketing company providing a wide range of data processing services to local, regional and national consumer and business-to-business marketers. Anchor improves the return on its clients' marketing investment using the following services: Address Hygiene, Phone Data Services, E.Marketing, Database Management, Mailing Lists and Postal Processing. Anchor Computer is a non-exclusive licensee of the United States Postal Service®. For additional information visit www.AnchorComputer.com.