

**CONTACT:**

**CAROLYN WERBLER**  
**OPINION RESEARCH CORPORATION**  
Phone: (609) 452 5258

**CAROLINE HARRIS**  
**CJP COMMUNICATIONS**  
Phone: (212) 279-3115 ext. 222

**IDENTITY THEFT AND FRAUD PUSH AMERICANS TO THEIR PERSONAL FINANCE AND BANKING ‘OUCH POINT,’ NEW STUDY BY OPINION RESEARCH CORPORATION FINDS**

**PRINCETON, NJ – July 18, 2007** — The impact that fraud and identity theft have had on the public’s concern about personal financial matters should remain a top consideration for financial institutions, findings from Opinion Research Corporation’s (an *infoUSA* Company, NASDAQ: IUSA) monthly “Ouch Point” Series suggest. Over half of those surveyed (54 percent) cited identity theft and fraud as their biggest personal financial concerns.

“As expected, ‘Ouch Point’ opinions are strong in this sector,” said Jeff Resnick, President of Opinion Research USA. “When it comes to money, customer’s expectations are high. Protecting consumers against fraud and identity theft must now be a core element of every financial institution’s brand.”

Complaints about inattentive tellers and unhelpful service centers are eclipsed by concerns about fraud and identity theft, as revealed by the following list of consumer’s top personal finance ouch points:

- |                                |     |
|--------------------------------|-----|
| 1. Fraud or identity theft     | 54% |
| 2. Over the limit bank charges | 12% |
| 3. Unhelpful service centers   | 10% |
| 4. Unhelpful or rude tellers   | 9%  |
| 5. Bureaucracy                 | 8%  |
| 6. Expensive ATM charges       | 6%  |

“Although fraud and identity theft tops the list, financial institutions still have to pay attention to the basics of the customer experience,” said Resnick. “In our study, almost 20 percent of consumers polled said that rude tellers or unhelpful service centers make their blood boil. We all have to remember that unhappy customers can easily take their business elsewhere.”

Opinion Research Corporation’s “Ouch Point” Series is a monthly survey examining tolerance thresholds in a variety of common scenarios facing Americans in both their professional and personal lives every day.

**About Opinion Research Corporation**

Founded in 1938, Opinion Research Corporation, an *infoUSA* company, helps its clients grow their business by leveraging the insights of market research. The firm has been conducting national, speech reaction, state and flash/overnight polls for CNN since April 2006. To learn more, visit [www.opinionresearch.com](http://www.opinionresearch.com).

**About *infoUSA***

*infoUSA* ([www.infoUSA.com](http://www.infoUSA.com)), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. Content is the essential ingredient in every marketing program, and *infoUSA* has the most comprehensive data in

the industry, and is the only company to own 12 proprietary databases under one roof. The *infoUSA* database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use *infoUSA*'s products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. *infoUSA* headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To know more about Sales Leads, click [www.infousa.com](http://www.infousa.com). To get a 72-hour free trial and 100 free sales leads, click [www.salesgenie.com](http://www.salesgenie.com).

Statements in this announcement other than historical data and information constitute forward looking statements that involve risks and uncertainties that could cause actual results to differ materially from those stated or implied by such forward-looking statements. The potential risks and uncertainties include, but are not limited to, recent changes in senior management, the successful integration of recent and future acquisitions, fluctuations in operating results, failure to successfully carry out our Internet strategy or to grow our Internet revenue, effects of leverage, changes in technology and increased competition. More information about potential factors that could affect the company's business and financial results is included in the company's filings with the Securities and Exchange Commission.