



**HOLD FOR RELEASE UNTIL: Tuesday 8 AM ET, January 26**

**R. L. POLK & CO. AUTOMOTIVE DATA NOW AVAILABLE TO ONLINE  
ADVERTISERS VIA DATALOGIX™**

*Premier source of auto data and leading real-world data platform™ announce  
exclusive partnership*

**Southfield, Mich. and Westminster, CO – January 26, 2010**

R. L. Polk & Co. and DataLogix announced today an exclusive relationship to enable household-level targeting of Polk automotive segments via DataLogix' DLX Platform™. For the first time, users of the DLX Platform can benefit from Polk's Total Market Predictor™ (TMP) and its rich data of likely automotive ownership and purchase propensity for precise online marketing.

Polk is the premier provider of automotive business intelligence and marketing solutions to the automotive industry. Polk TMP provides the ability to discover what's most likely in prospects' garages, what they'll buy next, and how much they'll spend. Now, marketers can use that garage insight to tailor and deliver highly relevant messages to online auto intenders and buyers.

"Polk is extremely excited about the power of our new relationship with DataLogix," said Stephen Polk, chairman, president, and CEO of R. L. Polk & Co. "Now, for the first time, marketers can leverage our industry-leading data and predictive models to target automotive audiences online. Polk's automotive expertise, combined with DataLogix's unique approach to delivering online audiences, will create an entirely new class of online targeting tools for automotive marketers."

"Polk is the uncontested leader in automotive data, and DataLogix' mission is to enable better marketing through data," said Eric Roza, president of DataLogix. "This exclusive partnership fulfills our mission by enabling auto companies and dealers to address online audiences based on their real-world purchasing behavior for the first time, rather than being limited to browsing activities which may or may not translate into wallets opening in the real world. Automotive companies looking for a way to find their audiences online have just found it."

Polk's automotive data is available via DataLogix through leading ad networks, publishers, and agency platforms, including Audience Science, BlueKai, Collective Network and CPX Interactive.

"As marketers look for AudienceScience to deliver more diverse, defined, and scalable audiences, I've become a true believer in the targeting and predictive power of offline databases," said Jeff Hirsch, CEO of AudienceScience. "DataLogix has developed a platform that is way ahead of the curve in terms of delivering offline data to online media companies, and this has led to significant growth for our ongoing partnership. Polk's rich data set is a huge value-add for automotive marketers."

**About DataLogix™**

DataLogix enables “better marketing through data™” for leading direct marketers and brand advertisers. Our mission is to de-silo marketing by facilitating the flow of data between traditional and online channels. DataLogix operates the leading online platform for Real-World Data™, and has the industry’s largest database of SKU-Level consumer discretionary purchasing behavior. DataLogix is a privately-held company based in Westminster, CO. Please visit us at [www.datalogix.com](http://www.datalogix.com).

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**About R. L. Polk & Co.**

R. L. Polk & Co. is the premier provider of automotive information and marketing solutions. Polk collects and interprets global data, and provides extensive automotive business expertise to help customers understand their market position, identify trends, build brand loyalty, conquest new business and gain a competitive advantage. Polk helps automotive manufacturers and dealers, automotive aftermarket companies, finance and insurance companies, advertising agencies, media companies, consulting organizations, government agencies and market research firms make good business decisions. A privately held global firm, Polk is based in Southfield, Mich. with operations in Australia, Canada, China, France, Germany, Japan, Spain, the United Kingdom and the United States.

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