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PRESS RELEASE

ACTION NETWORK TRANSACTION DATABASE AWARDED TO ADREA RUBIN MANAGEMENT, INC.

January 14, 2009: The **Action Network Transaction Database**, powered by NextAction Corporation is brought to market for the first time by Adrea Rubin Management, Inc., effective immediately.

Now available to non-catalogers and non-retailers, the **Action Network Transaction Database** is the industry's largest SKU-level transactional database, with over 1,200 database participants. It is comprised of over 5.4 billion total transactions from 120 million households and 220 million individuals.

The **Action Network Transaction Database** is selectable by recency, dollar amount, frequency of purchase, method of payment, modeled credit score, on-line transactions and a variety of demographic enhancements. In addition, the database is selectable by 44 major categories and over 780 sub-categories. The **Action Network Transaction Database** can also be used to create custom modeling programs. Additional vertical marketing clustering and segmentation releases will be forthcoming.

For more information, contact Joe Frick at 646-487-3768 or joef@adrearubin.com.

About Adrea Rubin Marketing, Inc.

Adrea Rubin Marketing, Inc. has been serving direct marketers with comprehensive multi-channel media solutions for over 35 years. The company specializes in consumer direct response list, insert media, online and brand awareness campaigns. Adrea Rubin Marketing is an innovator in Financial Services, Continuity, the 50+ Market, and Catalogers offering In-House Credit. For more information, please visit www.adrearubin.com.