



Anchor Computer and Ethnic Technologies Form Strategic Alliance to Expand List Rental Opportunities

Farmingdale, NY and South Hackensack, NJ — March 22 2011 — Leading multichannel list management, brokerage and data services firms, Anchor Computer and Ethnic Technologies LLC., the leader in multicultural marketing, today announced agreements to utilize each other's areas of specialization in order to give their list rental customers improved targeting and expanded reach, respectably.

Anchor will be using Ethnic Technologies to quickly and accurately identify ethnicity, language preference, country of origin, and religion on their managed and response-based, postal, phone and e-mail lists. This comprehensive breakdown enables Anchor to better tailor its clients' direct marketing needs; ensuring messages are reaching the intended audience.

In addition Ethnic Technologies will be utilizing, Anchor's turn-key email append and fulfillment solution to expand their email list rental offerings. Unlike traditional email append, Anchor will match opt-in email addresses to the Ethnic Technologies databases and facilitate email deployment and tracking in a fully managed environment.

"The utilization of Ethnic Technologies proprietary enhancement software has strengthened our list offerings with more targeting effectiveness," said Paul Storch for Anchor. "Anchor Computer recognizes its commitment and responsibility to its clients to provide access to accurate multicultural targeting."

"Ethnic Technologies, through significant research, has developed the industry's most accurate system for multicultural, religious, language preference, assimilation index and gender identification and data base enhancements " said Candace Kennedy, Director of Sales for Ethnic Technologies. "We are proud to align ourselves with Anchor Computer, one of the industry leaders in email list management and monetization and look forward to a mutually beneficial partnership."

About Anchor Computer: Anchor Computer provides a complete array of Data Processing, Database Marketing and Email Marketing Services and Software to the direct marketing industry. For more information on all of our services, please visit <http://www.anchorcomputer.com>, call 1-800-452-2357 or email us at E@AnchorComputer.com.

About Ethnic Technologies:

Ethnic Technologies, LLC is the Global leader in Multicultural Marketing, Research, Data Enhancements and Analysis. The EthniCenter ® from Ethnic Technologies is the result of over 30 years of continuous Multicultural, religious and language preference research. E-TECH's Multicultural and Language Preference selects outperform the competition in accuracy and response rates time after time. Whether using the data for mailing, telemarketing, e-mail campaigns or modeling the same excellent results have been achieved. For more information, visit www.ethnictechnologies.com.

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