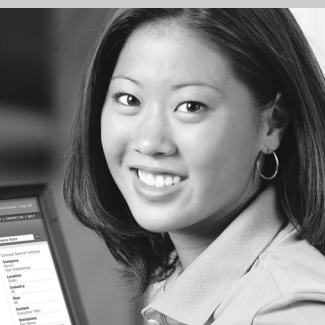




Decide with Confidence

Selectory®



## Find new customers and grow your sales

*Build targeted lists, profile existing customers and find hidden sales opportunities with Selectory*

### Selectory gives you:

- Fresh data automatically with monthly updates.
- High quality, in-depth information to fuel campaigns.
- Record notes directly on profiles, flag records with tags, and add contacts.
- Store search criteria and results that co-workers can access around the globe.
- Real-time access to data online—whenever and wherever you have an Internet connection.
- No messy installations. Start working right away.

### Increase your chance of success

Find new customers and grow your business with Selectory. This powerful business database offers users unlimited searching, viewing, and printing of detailed location-specific company profiles with contact information.

You'll save time and money while increasing your chance of success by profiling existing customers, finding hidden sales opportunities and building targeted prospect lists to fuel mail and call campaigns.

### Build your own lists targeted at your best prospects

The Selectory database features a total of 23 million records including ALL businesses in the U.S., Canada and Mexico, as well as international firms in over 200 countries worldwide. You can customize your database to fit your specific need by geography (state, regional, national), company size, industry or by creating even more targeted segments using additional criteria.

Every profile offers up to 40 fields of information providing a detailed look at that location. Selectory helps you find—and download—mailing and street addresses, multiple contact names and titles, SIC and NAICS codes, 8-digit SIC codes, D&B® Prescreen Scores, D&B D-U-N-S® numbers, web addresses, toll-free and fax numbers and more, all with a single search.

### Expand your opportunities with the Corporate Family Tree option

Build on your existing relationships with customers and suppliers by adding the downloadable Corporate Family Tree option to your Selectory. This feature links corporate headquarters locations with their branches, divisions and subsidiaries.

### Find the prospects you've been missing

Selectory makes it easy for you to run direct marketing campaigns from your desktop. With up to 40 search criteria, you can focus on exactly the contacts you want—by specific job title or job function—at companies that match the profile for your ideal customers.

Sort and download options offer even more control over the final list results. Use Selectory's information to create Avery mailing label files right in the product, or import lists into Microsoft® Excel, Word or contact management programs such as ACT!™, Goldmine® or salesforce.com.

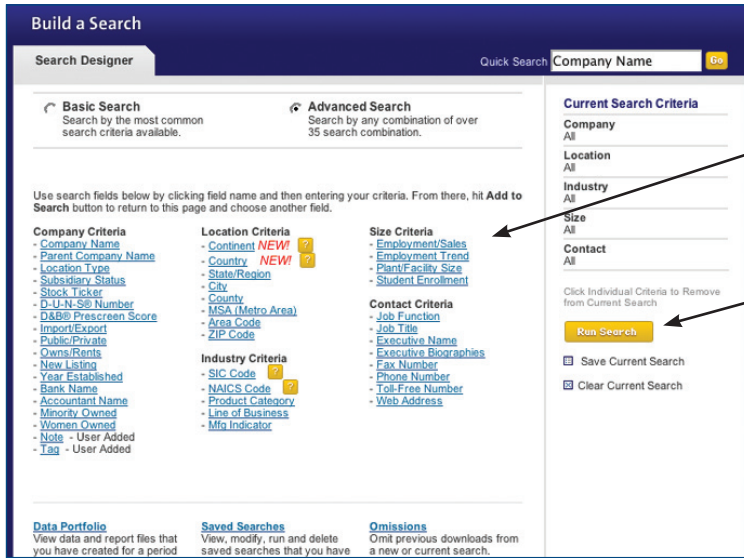
### Rely on D&B's quality process

The foundation of the entire database is D&B's DUNSRight™ quality assurance process, which features both automated and manual checks to ensure that all company profiles are as complete, accurate and timely as possible.

Try it for yourself at [www.selectory.com](http://www.selectory.com)

# Selectory®

Search, sort, download in a few easy steps

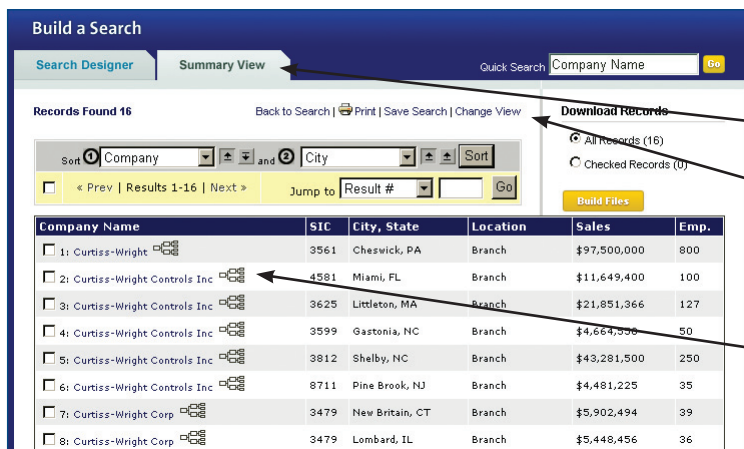


## Find the right prospects using up to 40 search criteria

Use Selectory's Search Designer to select your target market based on location, industry, size, and much more.

Easily add, change, or remove search criteria, then hit "Run Search" to find the matching companies.

Suppress or exclude previous searches or existing customers to further refine your results.




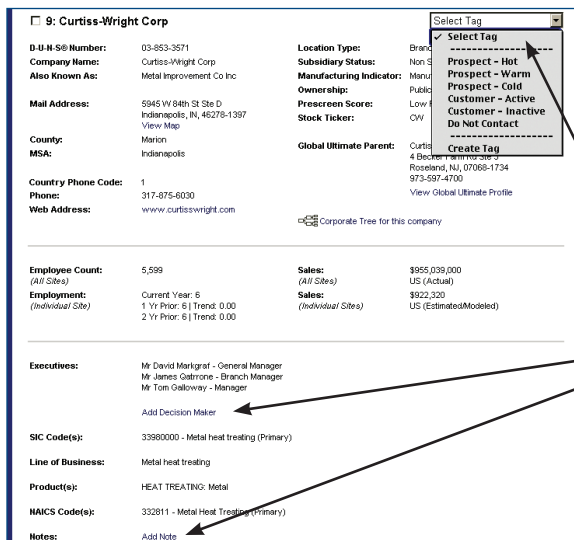
## Quickly sort & view your search results

Search results are displayed in a convenient Summary View layout.

Click Change View to choose the layout that best suits your needs.

You can also sort your results by company name, employment, zip code, and more.

If your license includes the Corporate Family Tree option, you can access family trees by clicking on the  symbol. This Selectory option displays the total number of locations within the tree.



## Print summary reports or detailed company profiles

Company profiles are location-specific, and include contact information, industry classifications, multiple decision-makers and other specialty fields.

Selectory also lets you add decision-makers, notes, and "tags" to company profiles. This account has been tagged as a warm sales lead.



**Build a Search**  
Search Designer | Summary View

Build Files: Table

**Select File Format:**

- CSV - Recommended
- Excel 97 - 2000
- MS Access 2000
- dBase III
- dBase IV

**Rank Executives**  
Rank the executives you want to include in your file by job function.

**Select File Structure:**

**Standard** | **Customized**

Standard (Details)    Executives Per Firm: 1

Goldmine (Details)

Act! (Details)

Outlook (Details)

Salesforce.com (Details)

Multiple executives per row  
All contacts are on the same row

One executive per row

## Download lists to import into Excel, Word, Act!™, Goldmine® & more

Download lists in a variety of file formats, including CSV (comma separated value), Excel, and Access.

Use the Rank Executives feature to choose the decision-makers you're most interested in.

Select a pre-defined structure like Act! or Goldmine, or create your own.

**Build a Search**  
Search Designer | Summary View

Quick Search: Company Name [Go]

Build Files: Mailing Labels

**Select Label Type/Format:**  
Avery 5160, 5260, 5360

**Select Sort Order:**  
 Company

Your Default Sort Order - Edit Sort Order

**Select First Line:**  
 Company Name

Executive Name

**Select Labels per Company:**  
1

**Enter Alternative Title:**  
If no executives from your Executive Ranking appear on a profile, use the Alternative Title in place of a contact name.

**Select Variable Code:**  
NONE

This will cause the variable code (e.g., the firm's Primary SIC code) to appear in the upper right-hand corner of each label.

## Easily create mailing labels

Mailing labels are just a few mouse clicks away.

Choose from a variety of Avery label formats, select your sort order, and optionally include any additional layout specifications shown on this page.

Want to mail to more than one decision-maker per firm? No problem. Just select the maximum number of labels per firm.

**Build a Search**  
Search Designer | Summary View

Quick Search: Company Name [Go]

Build Files: Report

**Select File Format:**

- HTML
- PDF

**Select Sort Order:**  
 Company

Your Default Sort Order - Edit Sort Order

**Select Report Layout:**

- Full Profiles - View Sample
- Telemarketing Summaries - View Sample
- Condensed Profile - View Sample
- Contact Short View - View Sample

## Generate pre-formatted reports

Prefer a report file? Select from several convenient report formats, preformatted to save you time. Choose from HTML or PDF and multiple report layouts.

