



For Immediate Release

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DataCo Solutions and United Marketing Group enter into New Long Term Agreement

Partnership is key to customer satisfaction

Arlington Heights, IL – February 8, 2010 – DataCo Solutions, an analytics based marketing and business solutions provider, today announced that it has entered into a new agreement to provide data, business and marketing analytics and consulting for United Marketing Group (UMG).

Under the new agreement, DataCo Solutions will provide services to UMG's consumer and business to business programs. Included in this new long term agreement is the management, execution and business consulting resulting from UMG's installation of DataCo Solutions' Customer Experience Monitor Program, which includes DataCo Solutions' proprietary Loyalty Index™ (DLI). These solutions gauge customer attitudes and sales performance related to loyal, non-loyal or neutral behavior.

"We are proud of our partnership with United Marketing Group, working side by side for over 10 years, we have developed a strong, results-oriented, customer-focused relationship. Clearly both organizations believe in each others strengths, as evidenced by our new long-term agreement." said Tom Salutz, Managing Director at DataCo Solutions. "We are glad to have a strong partner and look forward to making our relationship even stronger under this new agreement and with the installation of our Customer Experience Monitor Program".

Alan Portelli, CEO and President of United Marketing Group added, "I agree wholeheartedly with Tom's perspective on our relationship. Together, we have been able to forge a unique and lasting relationship that is successful because we share a focus on results, our customers, and utilizing the strengths of both of our organizations, collaboratively and synergistically. We truly believe that DataCo Solutions is not just a vendor of ours, but a true partner. Customer satisfaction is critical to our business and this new agreement and the installation of DataCo Solutions' Customer Experience Monitoring Program will allow us to take our customer satisfaction levels even higher than we currently experience today."