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**News Release**

FOR IMMEDIATE RELEASE

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**SCHOBER TO COOPERATE WITH HARTE-HANKS IN SALES  
OF B-TO-B INFORMATION TECHNOLOGY MARKETING INTELLIGENCE**

DITZINGEN, GERMANY and SÉVRES, FRANCE – 22 November 2004 – The Schober Information Group, a leading European business information provider, and Harte-Hanks, Inc. (NYSE:HHS), a leading provider of, among other services, high-tech market intelligence on business locations in Europe, North America and South America, have announced a relationship where both firms will cross-sell each other's proprietary German lists and data to business-to-business marketing clients.

Through this cooperation, customers of Ditzingen-based Schober will have access to detailed information on software and hardware installations at 20,000 German end-user sites in the European component of the Harte-Hanks CI Technology Database. At the same time, Harte-Hanks will offer its customers full German market coverage through Schober's 4.2 million addresses within its German business database. The pilot market for the agreement is Germany, and, if successful, the two companies may pursue a similar, cooperative approach throughout the European market.

"The two databases are very complimentary and together we deliver real value to our customers," said Klaus Schober, owner of the Schober Information Group.

Didier Andrieu, managing director, market intelligence, Europe for Harte-Hanks, said, "As Harte-Hanks and its clients make new in-roads in Germany, the timing is right for a stronger engagement in the German market. As the market leader in business address data there, Schober Information Group is the right partner for us in this initiative."

The Harte-Hanks CI Technology Database market intelligence team for Europe is based in Sévres, France.

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## **SCHOBER. HARTE-HANKS COOPERATE ON GERMAN B-TO-B MARKETING – 2/**

### **About Schober**

Schober Information Group has 400 employees across Europe with annual revenues of €130 million. It is one of the leading information providers to manufacturing, retail and services businesses. With precise customer and market information, the Schober Information Group is a partner for companies' strategic and operating decisions. Highly detailed information regarding each individual contact, among them interests, is a core success factor for growth and winning of business. More than 50,000 companies use the business and consumer address data as well as the market data of the Schober Information Group to create customer loyalty, retention and acquisition programs as well as customer profiling and market analysis.

### **About Harte-Hanks**

Harte-Hanks Inc., San Antonio, TX, USA, is a worldwide, direct and targeted marketing company that provides direct marketing services and shopper advertising opportunities to a wide range of local, regional, national and international consumer and business-to-business marketers. Harte-Hanks Direct Marketing improves the return on its clients' marketing investment with a range of services organized around five solution points: Construct and update the database – Access the data – Analyze the data – Apply the knowledge – Execute the programs. Visit the Harte-Hanks Web site at <http://www.harte-hanks.com/europe>

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