



CENDRIS

News Release

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CENDRIS TO COOPERATE WITH HARTE-HANKS ON EUROPEAN HIGH-TECH MARKET INTELLIGENCE

-Agreement to enable Cendris and Harte-Hanks customers to gain full access to respective Dutch, Pan-European business intelligence installation data for sales & marketing use-

THE HAGUE, THE NETHERLANDS and SÈVRES, FRANCE – 11 October 2004 -- Through a newly announced cooperative agreement, Harte-Hanks (NYSE:HHS) and Cendris, a TPG Post company, business marketers will be able to leverage the market intelligence assets of both companies for more relevant, targeted sales and marketing communication. Specifically, Cendris customers will have access to detailed Dutch and Pan-European information on the software and hardware installed base of Dutch companies and institutions. Harte-Hanks will be able to offer its customers full market coverage in the Netherlands through Cendris.

"The databases of Harte-Hanks [CI Technology Database/Europe] and Cendris [Customer Information] are very complementary and deliver real added value to the customer," said Henk Pilon, director, Customer Information, at Cendris. "We are able to offer our customers more ICT [information and communication technology]- related data and relevant lead information, to enable specific target group defining and marketing."

Didier Andrieu, managing director for the Harte-Hanks CI Technology Database in Europe, comments: "The timing for a stronger engagement in the Dutch market is excellent and as the market leader, Customer Information of Cendris is the right partner for us in this initiative."

About Harte-Hanks

Harte-Hanks, Inc. of 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 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>.

About Cendris

Cendris reported total sales of €221 million in 2003. With a staff of 4,400, Cendris offers a variety of specialised solutions for direct communication, data and document management in the Benelux, United Kingdom, Italy, Germany and Central Europe. Visit <http://www.cendris.com>

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