



Press Release

For immediate release: 4 March 2004

Harte-Hanks Appoints RSA Direct to Manage Files of European Business & Technology Professionals

LONDON, UK and SÈVRES, FRANCE -- RSA Direct has been appointed by Harte-Hanks (NYSE:HHS) to manage its market intelligence file of more than 500,000 European business contacts. Probably best known for its **CI Technology Database**, which offers unparalleled depth of information on European IT [information technology] decision makers based on multiple installed IT hardware and software criteria across 20 European countries, Harte-Hanks now has launched a **Pan-European Management Database** which offers contacts in a range of 10 non-technical job functions, also in business locations. Both files (for mail and telephone contacts across the whole of Europe) will now be available through RSA Direct, for marketing customers in the United Kingdom and the Netherlands. Harte-Hanks will continue to manage directly e-mail contacts for the two databases, as well as telephone and mail marketing contacts for all other European nations.

Didier Andrieu, managing director of market intelligence, Europe, for Harte-Hanks, who manages the European portion of the CI Technology Database, as well as the Pan-European Management Database in Sèvres, France, said, "With a significant revenue stream at stake, we wanted to work with a company who could dedicate resources to marketing our data and who has the experience to develop sales channels in the international list buying marketplace. RSA Direct has excellent credentials."

Created in 1988, the CI Technology Database in Europe is updated and enhanced annually using a specialised multi-lingual call centre in Dublin, Ireland. Harte-Hanks is a worldwide provider of direct marketing and targeted media services, ranging from teleservices and data solutions through its market-leading Trillum Software System® for data quality and a full range of relationship marketing services.

RSA Direct Managing Director Rosemary Smith commented on the new client relationship, "The Harte-Hanks database is one of the most prestigious international files on the market. The new segmentation makes top European management contacts accessible and affordable. We are keen to encourage new tests and to offer more companies use of these data on a subscription basis."

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Information for editors:

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>

RSA Direct, London offers unbiased, strategic, list selection advice, proactive data management and direct marketing consulting covering consumer, business-to-business and international markets.

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