

Harte-Hanks Trillium Software Selected by Elsevier for Global Data Quality Assurance

The Associated Press

Trillium Software®, a business of Harte-Hanks (NYSE: HHS) and a leading provider of Total Data Quality solutions, announced today that Elsevier, a world-leading provider of scientific, technical and medical information products and services, has selected the Trillium Software System® to help verify the accuracy of information it manages related to the 30 million scientists, students and health and information professionals it serves worldwide. The initiative supports Elsevier in a global master data management (MDM) programme that has the objective of improving the quality and usefulness of data across numerous, distributed source systems.

The Trillium Software System will be managed by Trillium Software and hosted at one of its data centres. Elsevier will access data quality services on demand by submitting data via the web for it to be validated, standardised and corrected, then returned.

"Assured data quality is essential to the effectiveness of our operations and we found the Trillium Software System to offer the optimal combination of price and functionality of the several solutions we considered," said Ian Roch, vendor manager at Elsevier in the United Kingdom. "Trillium Software's managed offering gives us access to rapid, flexible and scalable deployment, as well as the data quality functionality we require from a vendor with strong references and global expertise."

Elsevier has offices in more than 24 countries and customers in many more, meaning that customer data, names and addresses can be in many languages and styles. This means that the company requires a data quality solution that is able to recognise international characters and address forms and ensure accurate and correct data regardless of source.

"Organisations undertake a master data management initiative with the aim of improving the usefulness of their data," said Ed Wrazen, vice president marketing international at Trillium Software. "In selecting the Trillium Software System, Elsevier recognises that the promise of better data can only be realised through an ongoing, systematic application of quality controls when the data is first entered."

About Harte-Hanks Harte-Hanks® is a worldwide direct and targeted marketing company that provides direct marketing services and shopper advertising opportunities to local, regional, national and international consumer and business-to-business marketers. Visit the Harte-Hanks Web site at <http://www.harte-hanks.com> or call (800) 456-9748.

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Harte-Hanks Trillium Software® enables organisations to achieve Total Data Quality by providing a full complement of technologies and services providing global data profiling, data cleansing, enhancement, and data linking for e-business, customer relationship management, data governance, enterprise resource planning, supply chain management, data warehouse, and other enterprise applications. For more information about Trillium Software and its offerings, call (978) 436-8900 in the United States and in the United Kingdom call +44 (0) 118 940 7666, or visit Trillium Software online at <http://www.trilliumsoftware.com>.

About Elsevier Elsevier is a world-leading provider of scientific, technical and medical information products and services. The company works in partnership with the global science and health communities to publish more than 2,000 journals, including The Lancet and Cell, and close to 20,000 book titles, including major reference works from Mosby and Saunders. Elsevier's online solutions include ScienceDirect, Scopus, Reaxys, MD Consult and Mosby's Nursing Suite, which enhance the productivity of science and health professionals, and the SciVal suite and MEDai's Pinpoint Review, which help research and health care institutions deliver better outcomes more cost-effectively.

A global business headquartered in Amsterdam, Elsevier employs 7,000 people worldwide. The company is part of Reed Elsevier Group PLC, a world-leading publisher and information provider, which is jointly owned by Reed Elsevier PLC and Reed Elsevier NV. The ticker symbols are REN (Euronext Amsterdam), REL (London Stock Exchange), RUK and ENL (New York Stock Exchange).

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