

**For Immediate Release**  
**November 18, 2003**

**REVLON CHOOSES WILKE/THORNTON AND TARGUSINFO TO ENHANCE  
CONSUMER CONTACT EXPERIENCE**

Vienna, Va—November 18, 2003—TARGUSinfo®, through its newly formed partnership with Wilke/Thornton, announced today that they have signed an agreement with Revlon to provide real-time customer information to enhance consumer interactions and increase efficiencies.

Through the agreement, Wilke/Thornton and TARGUSinfo will provide Revlon with the ability to streamline interaction with their customers, by obtaining instant access to consumer information. Linda Porter, Director of Consumer Information and Claims at Revlon explains, “We chose this product because of its ease of use and seamless integration into our current system. And, perhaps best of all, the match rate for us is an impressive 87%. Reverse Phone Append decreases our call time by at least 15 seconds and saves us countless keystrokes, which also eliminates input errors. It doesn’t just affect our bottom line, it also dramatically improves the consumer’s experience.”

Wilke/Thornton, a developer of comprehensive customer relationship contact management tools, has decided to form a strategic alliance with TARGUSinfo, the leading provider of real-time customer information, to give organizations a tremendous advantage in capturing, compiling and analyzing valuable customer contact data.

“Our partnership with TARGUSinfo is a natural. Companies today need tangible absolutes, and any solution that can provide them with bottom line results is what we are committed to providing,” explains Mike Wilke, Founder and CEO of Wilke/Thornton. “The need for capturing reliable customer data is critical in today’s economy. Organizations need to concentrate on their own core competencies, not technology. Together with TARGUSinfo, we provide solutions that enable companies to capture information, compile it so it can be effectively analyzed to get answers to issues that can be acted on, and identify items that can positively or adversely affect the bottom-line.”

About Wilke/Thornton

Wilke/Thornton, a Dublin, Ohio based developer and provider of the **Customer Relationship System (CRS)**, celebrated its 20<sup>th</sup> year. Founded by Mike Wilke and Bob Thornton in 1982 they developed a system for organizations to enhance their customer relationships by effectively managing customer contacts.

About TARGUSinfo

Since its founding in 1993, TARGUSinfo® has pioneered the development of real-time information to help companies more productively process customer and prospect transactions. Through patented processes, the company links virtually every household

and business telephone number in the U.S. with information including a name, postal address, predictive household buying behavior scores, risk management, and store locator information. TARGUSinfo is headquartered in Vienna, Virginia.