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PRESS RELEASE

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D&B's Purisma Positioned in Visionary Quadrant of Leading Industry Analyst Firm Report

Short Hills, NJ July 17, 2009 – D&B, the world's leading source of information, today announced that Purisma has been positioned as a Visionary in Gartner's Magic Quadrant for Master Data Management of Customer Data[1] .

D&B is the only vendor in Gartner's survey to offer both the MDM technology and the underlying commercial data required for enterprises to get an accurate and complete view of their business customers. Purisma Data Hub 4.0 masters D&B reference data together with internal operational data to give valuable insight into future market opportunities as well as current accounts. The Purisma Data Hub creates an accurate, master version of every identified entity, flexibly organizes all identities into hierarchies tailored for each business user, and helps synchronize this information across the enterprise.

"Our position in the MDM Magic Quadrant report reflects our ongoing commitment to respond to the growing need of our customers to do more with less and generate new revenue opportunities. As the youngest and fastest growing MDM vendor in Gartner's survey, this is a significant achievement for us," said Bob Hagenau, vice president of products and corporate development for D&B's Purisma product group. "We continue to support our customers' bottom line by delivering innovative solutions, such as Purisma Data Hub, that allow them to better understand and optimize customer data."

Gartner, the world's leading information technology research and advisory company, defines Master Data Management (MDM) as a "technology-enabled discipline in which business and IT work together to ensure the uniformity, accuracy, stewardship, semantic consistency and accountability of the enterprise's official, shared master data." According to Gartner, MDM

business drivers are relevant in good and bad economic times because "the ability to create, maintain and leverage a single, trusted, shareable 'view of the truth' is seen as an essential requirement in commercial and noncommercial organizations to support business processes and business intelligence."

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About the Magic Quadrant

The Magic Quadrant is copyrighted June 16, 2009 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About D&B

D&B (NYSE:DNB) is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for over 166 years. D&B's global commercial database contains more than 130 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.

D&B provides solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability; D&B Sales & Marketing Solutions™ to increase revenue from new and existing customers; and D&B Internet Solutions to convert prospects into clients faster by enabling business professionals to research companies, executives and industries. For more information, please visit www.purisma.com.

Technorati Tags

MDM, D&B, Data Governance, CDI, CRM

[1] Magic Quadrant for Master Data Management of Customer Data, Gartner, Inc., June 16, 2009, by John Radcliffe.