



Company Announcement

For more information, contact:

For Immediate Release
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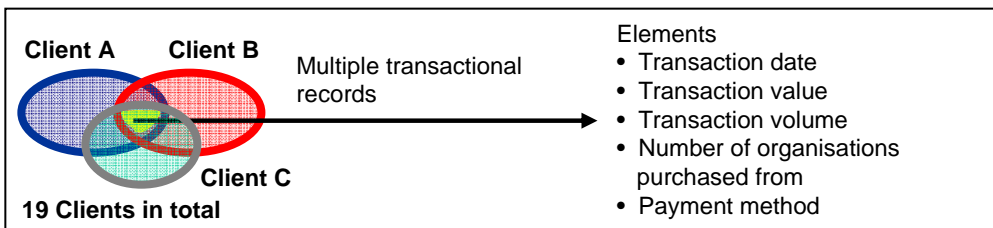
David Webb
Director
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Data Solutions Australia Pty Ltd offers transactional data from Australia and New Zealand

Sydney, Australia: Data Solutions Australia Pty Ltd (DSA) is pleased to announce it now offers transactional data on 1.5 Million people throughout Australia and New Zealand. A combination of 19 separate sources of transactional data, have been mixed together, to provide direct knowledge on people’s purchasing habits at a household level.

Continuing its strategy of data pooling, DSA now provides information on consumers spending habits, how much they spend, what products they purchase and how often.

David Webb, Director of Data Solutions Australia said “Once you know people’s spending habits and what triggers them to purchase, you can target the correct people with your offer.”



About Data Solutions Australia Pty Ltd

Data Solutions Australia is a one of Australia’s leading providers of Australian residential and business lists for marketing purposes. Its primary role is to provide companies privacy compliant information for telemarketing, mailing and emailing activity.

All information is cross referenced against the ACMA Do Not Call List and the ADMA Do Not Mail List

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