



**Company Announcement**

**For Immediate Release  
2<sup>nd</sup> December 2009**

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**Data Solutions Australia Pty Ltd announces a 100%  
increase on all Data Wizard products effective as of 1<sup>st</sup>  
January 2009**

**Sydney, Australia:** Data Solutions Australia Pty Ltd (DSA) will increase the standard pricing for its Data Wizard products, effective as of 1<sup>st</sup> January 2009.

The cost of maintaining both business and residential databases has substantially increased due to the following factors:

- Lack of reliable updates from public directories
- Increased charges from the DNCR

DSA expects the new pricing will preserve the current quality and quantity of the data, for all Data Wizard products on an ongoing basis.

**About Data Solutions Australia Pty Ltd**

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

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