



News Release

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Market Research Finds Opportunity to Improve Caller I.D.

DALLAS – June 4, 2007 – When the phone rings, we're pretty used to knowing who's calling, thanks to Caller I.D./ Calling Name services. By digging into their own databases and sometimes a few outside databases, carriers claim to provide us with the name and number of whoever is calling. But there are many instances when we see "unknown" or "unavailable" flash across the Caller I.D. Box. Can that be remedied? Just what is the market potential for carriers to improve Caller I.D. services to their customers? That's what Accudata Technologies wanted to find out when it commissioned a national survey designed to answer just that.

The research study produced some surprising results. By using additional databases, including the database owned by Accudata, there is a potential to improve Caller I.D. services provided by carriers from the current rate of less than 48 percent of the time to more than 87 percent.

"Our Board of Directors was interested in determining the market potential for improving the performance of Caller I.D. services that carriers provide," M. Gregory Smith, Accudata CEO, said. "Based on the results of this research, there is a large opportunity for Accudata to continue the record growth that it has experienced over the past five years."

The survey also highlighted how little customers know about their Caller I.D. service. Most Caller I.D. subscribers (57 percent of respondents) aren't sure how much they actually pay for the service because it is bundled with their phone service. And despite the fact that subscribers are getting Caller I.D. only 48 percent of the time, just 2 percent rated their service as poor.

“These numbers are significant because they show us that not only are most people unsure of what they're paying for, they also just don't know that they should get better service,” Smith said. “They're satisfied with their Caller I.D. service because it's all they know. But what if their caller I.D. service provided a calling name 87 percent of the time? The research really opened our eyes to just how much Accudata and other databases can help carriers improve their services.”

About Accudata Technologies

Multi-award winning Accudata Technologies provides flexible access to data validation through innovative approaches to data transmission. The company serves as an access hub for validating information associated with traditional, mobile and IP-based telephone numbers. Its validation services include translating information between diverse protocols such as SS7, PSTN and IP in order to access local number portability and line information databases (LIDBs), name and address information (BNA) and bankcard transaction verifications. Additional information regarding Accudata can be found on the company's Web site: www.accudatatech.com.