

Press release

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Press contact:
Cornelia Lichtner

Contact info.
Tel.: +49 (0)7251 9295270
Fax: +49 (0)7251 9295290

E-mail
c.lichtner@gfk-geomarketing.com

CeBIT: GfK GeoMarketing presents the new geomarketing software RegioGraph 2010

The 2010 update of the geomarketing solution RegioGraph has a wide range of applications in sales, marketing, expansion and controlling divisions of companies from all branches of trade. In addition to comprehensive maps and up-to-date GfK data on potential, RegioGraph is the only geomarketing solution on the German market that offers unrestricted geocoding capability for all of Europe for no additional charge.

GfK GeoMarketing GmbH

www.gfk-geomarketing.com
info@gfk-geomarketing.com

Bruchsal headquarters:
Werner-von-Siemens-Str. 9
Building 6508
76646 Bruchsal
Tel.: +49 (0)7251 9295100
Fax: +49 (0)7251 9295290

Hamburg office:
Hans-Henny-Jahnn-Weg 53
22085 Hamburg
Tel.: +49 (0)40 2271120
Fax: +49 (0)40 2277282

Nuremberg office:
Nordwestring 101
90419 Nuremberg
Tel.: +49 (0)911 3952509
Fax: +49 (0)911 3954054

Management Board:
Olaf Petersen
Wolfram Scholz
Dr. Eberhard Stegner

Mannheim County Court
HRB 250872
Ust-ID: DE 143585033

RegioGraph 2010 allows users to analyze and visualize their customers, target groups and potential on up-to-date digital maps, supplemented with market data such as GfK Purchasing Power. Some of the features of the new of RegioGraph include street-level address visualization, professional sales territory planning tools (including zone calculation) and a fast, user-friendly interface with background maps that resemble the Google Maps look.

"RegioGraph 2010 is the next stage of evolution of our prize-winning geomarketing solution," explains Doris Hardt-Beischl, head of sales at GfK GeoMarketing. "This update is not to be missed – RegioGraph now offers unprecedented Europe-wide, street-level analysis and sales territory planning capabilities. This is an immense leap forward from previous versions such as RegioGraph 8 or DISTRICT. RegioGraph 2010 gives new users the ideal springboard into geomarketing. The software package provides users with everything they need to make well-informed decisions in these turbulent economic times. All of this is offered in trademark GfK quality at an unbeatable value for money!"

RegioGraph 2010's more advanced geocoding function gives users the ability to visualize customers, colleagues and branch locations Europe-wide, down to the level of street segments. Companies can import an unlimited number of addresses from their databanks and visualize them on digital maps at the street level. RegioGraph 2010 is the only geomarketing solution on the market featuring a geocoder with micromarketing capabilities for no additional cost and with no restrictions on the number of addresses that users can import.

RegioGraph was recently voted the "Top Retail Product of 2010" in the process optimization category by readers of the *handelsjournal*.

Product introduction at the CeBIT 2010

Interested users can make appointments for presentations of GfK GeoMarketing's RegioGraph at the CeBIT trade fair in Hannover from March 2 - 6, 2010. Book an appointment at www.gfk-geomarketing.com/cebit.

Contents of RegioGraph 2010:





Software	Market data
<ul style="list-style-type: none">• RegioGraph• Quick Start Manual• Practice data	<ul style="list-style-type: none">• GfK Purchasing Power 2010 for all municipalities and postcodes of Germany, Austria and Switzerland• 2010 data on inhabitants and households for all municipalities and postcodes of Germany, Austria and Switzerland
Digital maps	Customer support
<ul style="list-style-type: none">• All 2010 administrative, postcode and topographic maps for Germany, Austria and Switzerland• Comprehensive Tele Atlas street map data (German version only)• Branch-specific maps such as Nielsen regions, health insurance (KV) regions and chamber of commerce locations (IHK regions) (German version only)• Europe-wide maps – political boundaries comparable in detail to those of Germany's federal states	<ul style="list-style-type: none">• Free customer support hotline• Online RegioGraph tutorials• Free additional downloads

Additional information on RegioGraph can be found at www.gfk-regiograph.com.

Print-quality illustrations can be found at www.gfk-geomarketing.com/regiograph2010.

About GfK GeoMarketing

GfK GeoMarketing is one of the largest providers of geomarketing services in Europe for customers and users from all branches of trade. Key business areas include:

-  Consultancy and reports
-  Market data
-  Digital maps
-  Geomarketing software RegioGraph

GfK GeoMarketing is a subsidiary of the globally active GfK Group. Ranked fourth among the world's market research institutes, the GfK is represented in 100 countries with over 115 subsidiaries and approximately 10,000 employees.