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GACXM

Orlando Convention and Visitors Bureau partners with Acxiom for multi-channel marketing makeover

*Acxiom MarketEdge-X™ chosen to better target consumers and
maximize marketing dollars*

LITTLE ROCK, Ark. — Feb. 2, 2009 — The Orlando/Orange County Convention & Visitors Bureau, Inc. (CVB) recently selected global interactive marketing services leader [Acxiom® Corporation](#) (NASDAQ: ACXM) as a partner to take its multi-channel marketing to new heights.

“We are committed to marketing the Orlando area globally as a premier leisure, convention and business destination,” said Beth Leahey, Orlando CVB’s director of direct marketing. “Right now, we are a fulfillment-only database and we want to take it to the next level. We want to learn more about our consumers and how to market to them better. We decided that MarketEdge-X was the best option for us.”

The Orlando CVB represents more than 1,450 businesses that make up the region’s tourism industry, which presents some unique marketing challenges. Acxiom MarketEdge-X™ (www.marketedgex.com) is equal to the task, offering many benefits including: rapid implementation (60 to 90 days), affordability (previously, only large corporations had budgets for such capabilities), and comprehensive coverage (MarketEdge-X taps into other Acxiom premier data assets such as [InfoBase-X™](#) consumer data and the [PersonicX™](#) lifestyle segmentation system).

“We’re going to be able to look at the data, research the data and target exactly who will be most interested,” said Leahey. “It’s really going to enable us to be smarter with our marketing dollars.”

MarketEdge-X brings together years of experience creating solutions for Fortune 100 businesses and packages those best practices for rapid implementation. With full multi-channel functionality, it opens new doors for companies in a broad range of industries to address marketing challenges with a cost-effective customer and prospect database solution.

“We are able to talk to the consumer differently,” said Leahey. “We are better able to understand their interests, when they’re traveling, if they’re traveling as a family, etc., so we can help them plan the best possible trip.”

MarketEdge-X increases a company’s consumer insight to power decisions that lead to increased customer acquisition, retention and growth. It also offers integrated email

capabilities and reporting and enables marketers to perform market segmentation, analysis and execution.

“MarketEdge-X enables companies to create a customer-centric strategy by integrating database and digital marketing,” said Marty Sunde, Acxiom’s senior vice president for Customer Data Integration and Marketing Services. “This solution is faster, better and more reasonably priced than any other option in the market today.”

Businesses can also utilize MarketEdge-X to clean and enhance internal data and centralize all customer and prospect data into one database. Instant access to this database makes it possible for the company to execute more targeted campaigns to existing customers for cross-sell opportunities as well as customer-acquisition campaigns.

About Acxiom Marketing Database Solutions

With its extensive marketing database management experience, Acxiom delivers flexible, adaptive and on-demand solutions enabling our clients to use their own data to better understand and segment customers and prospects, plan and manage campaigns and track results – creating the knowledge they need to make critical, timely business decisions.

About Acxiom Corporation

A global leader in interactive marketing services, Acxiom connects clients with their customers through deep consumer insight, powering effective and profitable marketing initiatives and business decisions. Our consultative approach spans multiple industries and incorporates decades of experience in consumer data and analytics, information technology, data integration and consulting solutions for effective marketing across digital, Internet, email, mobile and direct mail channels. Founded in 1969, Acxiom is headquartered in Little Rock, Ark., and serves clients around the world from locations in the United States, Europe and Asia-Pacific. For more information about Acxiom, visit www.acxiom.com.

Acxiom and Acxiom MarketEdge-X are registered trademarks of Acxiom Corporation.

About Orlando/Orange County Convention & Visitors Bureau, Inc.

The Orlando CVB is the only officially recognized branding, sales and marketing organization for the Orlando and Orange County area. Chartered in 1983 as a private not-for-profit trade association, it represents more than 1,450 private businesses that make up the area's tourism industry. The Orlando CVB is dedicated to promoting the area as one of America's great vacation and meeting destinations and providing comprehensive, unbiased information to all travelers.

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