



We make it happen.

FOR IMMEDIATE RELEASE

News Release

Media Contact: Chet Dalzell
Harte-Hanks (Booth 1001)
(212) 520-3232

chet_dalzell@harte-hanks.com

HARTE-HANKS INTRODUCES NEW MARKET INTELLIGENCE PRODUCT 'Ci WHOLE MARKET'

*-Estimated information technology (IT) spending revealed at 15 million U.S. and
Canadian business sites in 7 function and 10 product areas-*

CHICAGO, IL – October 16, 2007 – Harte-Hanks (NYSE:HHS), a worldwide direct and targeted marketing company, announces the release of a new market intelligence product that provides annual IT spend estimates, broken out by seven functional categories for nearly 15 million business locations in the United States and Canada. The product, called Harte-Hanks Ci Whole Market, also will provide spend estimates of installed IT platforms across ten product categories.

The announcement is made during the Direct Marketing Association 2007 Annual Conference in Chicago, IL.

Ci Whole Market provides IT spend estimates in these seven function areas: hardware spend, software spend, storage spend, telecommunication spend, services spend, staffing spend, as well as projections of new vs. replacement equipment spend, all at a given location. Installed IT estimates also are provided in ten categories: personal computers, laptops, servers, storage, printers, network lines, IT professionals, Internet users, phone extensions, and business wireless users.

"We expect the data from Ci Whole Market will transform the way many established tech companies will size, segment, and ultimately sell into their target markets," said Randy Wussler, managing director, market intelligence, Harte-Hanks. "We also believe that Ci Whole Market will provide a particular boost to growing technology companies that have traditionally lacked the resources to build these types of estimates on their own. In short, we believe Ci Whole Market gives marketers and sellers the most detailed and complete view of their markets available in the marketplace."

For more than 30 years, the Ci Technology Database (CiTDB) has profiled the business-to-business market in North America, Europe and Latin America for the top technology companies in the world. Until recently, the focus and core of the CiTDB has been on the very largest IT installations in these markets.

-more-

HARTE-HANKS INTRODUCES Ci WHOLE MARKET – 2/

With Ci Whole Market, technology companies now can assess sales revenue potential with more than simple industry and employee-size classifications. They can now drive their marketing spend, inbound lead response, sales territories, and customer segmentation efforts using more insightful "whole market" data, specifically IT spend and IT infrastructure estimates across 15 million businesses.

The development of Ci Whole Market leverages Harte-Hanks telephone-based research methodologies for collecting and verifying key market data for the CiTDB. In addition, a detailed and robust sampling methodology was developed -- and a separate data collection effort executed -- to provide estimates generated by Ci Whole Market that we believe compare favorably and more accurately to others available on the market.

"Ci Whole Market's greatest strength is that it is designed to estimate the market from the ground up, not the top down," said Randy Ilas, director of product development, market intelligence, for Harte-Hanks. "Most IT spend and infrastructure estimates today were created to size the aggregated business market. Ci Whole Market will do that extremely well, but its primary objective, and its core strength, is to help our clients understand their product line's revenue potential at specific business locations and corporate enterprises, as well as the market level. These estimates permit nearly unlimited flexibility for market sizing and corporate revenue potential assessments."

More information on Harte-Hanks Ci Whole Market is posted at:

<http://citdb.com/wholemarket.html>.

About Harte-Hanks

Harte-Hanks is a worldwide direct and targeted marketing company that provides marketing services and shopper advertising opportunities to local, regional, national and international consumer and business-to-business marketers. Harte-Hanks Direct Marketing improves return on its clients' marketing investment by increasing their prospect and customer value – a process of "customer optimization" – organized around five strategic considerations: Information (data collection/management) — Opportunity (data access/utilization) — Insight (data analysis/interpretation) — Engagement (knowledge application) — Interaction (program execution). Expert in integrating this process, Harte-Hanks Direct Marketing is highly skilled at tailoring solutions for each of the vertical markets it serves. Visit the Harte-Hanks Web site at <http://www.harte-hanks.com> or call (800) 456-9748.

Every month the Harte-Hanks market intelligence team completes telephone-based interviews with more than 50,000 information technology (IT) buyers and influencers to build the CiTDB, the largest and most in-depth business technology database of its kind. The database monitors installed technology and spending plans at nearly 700,000 business, government and institutional sites in North America, Asia-Pacific, Europe and Latin America that account for the majority of all global IT spending. Recently, the CiTDB has begun collecting enhanced telecommunications content including VoIP, wireless, and mobile computing. This technology content is combined with the tracking of 1.5 million IT decision makers and chief-level executives, allowing CiTDB customers to find their opportunity and to act on it with the right decision maker efficiently and effectively. Visit <http://www.hartehanksmi.com>.

###