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EXECUTIVES FROM INFOUSA AND GLOBALSPEC TO HEADLINE INFOCOMMERCE 2003

PHILADELPHIA, PA—June 19, 2003 - The InfoCommerce Group has announced that Mark Schwartz, President of Database Licensing at **infoUSA** and John Schneider, President of **GlobalSpec**, will be the keynote presenters at InfoCommerce 2003 to be held in Philadelphia, October 26-28, 2003.

Formerly the National Directory Conference, InfoCommerce 2003 will set the stage for creating new relationships within the broader information industry as well as continuing to highlight the expertise and accomplishments in directory and database publishing.

“The future of database content is now bound to that of the Internet,” says Russell Perkins, President of InfoCommerce Group. “But the Internet is more than just a distribution platform. Its interactivity is accelerating the convergence of content and commerce, and that is what InfoCommerce 2003 is all about.”

According to Perkins, in a Web-based world, publishers have to do business differently. “Our two keynoters very much represent companies, through innovation, have challenged the status quo.”

“Global Spec had the “clean slate” advantage, allowing it to design a product without having to accommodate an existing base of business, along with the associated expectations and processes. It facilitates fast product discovery for users and fast product exposure for suppliers, with searchable and comparable product-level detail that gives it clear differentiation in the marketplace,” Perkins said.

“The very essence of infoUSA’s success was its ability to tap the huge market of casual users of lists. It was a market that had been written off as too expensive to reach. But infoUSA figured out the right approach and price points, and the rest was history. It continues in that proud tradition through innovative marketing, aggressive licensing, and a continuing stream of acquisitions and new product introductions designed to make it a one-stop source for marketing data.

A complete program for InfoCommerce 2003 is available at www.infocommercereport.com/icc_2003.htm It is produced by the Infocommerce Group which helps database content companies identify and develop opportunities that combine data, e-commerce and business processes and which also publishes the influential newsletter, *InfoCommerce Report*.

ABOUT INFOCOMMERCE GROUP INC.

The InfoCommerce Group provides consulting and research to its clients -- publishers of commercial databases from nearly 30 companies in seven countries. InfoCommerce Group also publishes *InfoCommerce Report*, produces the annual InfoCommerce Conference and the Models of Excellence list and identifies opportunities and coordinates investments in early-stage database content companies. For more information please visit <http://www.infocommercegroup.com>, or call 610-649-1200, ext. 252.

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