

Media Contact Only:
Chet Dalzell, Harte-Hanks, Inc.
(212) 520-3232
chet_dalzell@harte-hanks.com

Business Contact: (800) 854-8409 x7201

HARTE-HANKS ANNOUNCES DIRECT MARKETING SERVICE TO HELP SMALLER TECHNOLOGY VENDORS: CiMarketConnect™

-CiMarketConnect combines targeting of Harte-Hanks Ci Technology Database™ with scaled services to execute direct marketing campaigns-

SAN DIEGO, CA — February 26, 2007 — Extending its leadership in direct marketing for the technology market, Harte-Hanks, Inc. (NYSE:HHS) unveiled a multichannel direct marketing service designed specifically for small- and medium-sized enterprises that is built on the targeting capabilities of the Harte-Hanks Ci Technology Database (CiTDB). The offering, CiMarketConnect, is a packaged end-to-end campaign management product developed expressly for emerging technology vendors.

According to the company, the core of CiMarketConnect, access to highly qualified leads from the CiTDB, is combined with scaled creative services, consultative program management, e-mail fulfillment, outbound calling, and automated lead delivery services — all the tactical tools needed to execute and optimize an effective short-term direct marketing campaign, delivered at a value point that a small- or medium-sized technology vendor can implement.

The new service is available immediately in North America and Latin America to Harte-Hanks CiTDB clients.

"Many of the world's biggest vendors in the technology space turn to the Harte-Hanks Ci Technology Database to find leads and stage full-scale multichannel marketing efforts," said Randy Wussler, managing director, market intelligence, Harte-Hanks. "However, smaller vendors traditionally have been unable to manage the complexity, or have lacked the resources, to access the CiTDB, and to optimize its use through various media channels and campaigns."

"With CiMarketConnect, we have scaled these same proven services by creating a convenient and affordable offering that a small - to mid-tier technology vendor can execute," Wussler said. "We have designed a solution for this segment that we believe is highly effective, but does not require smaller firms to add additional staff or exceed their budget limits."

Included in the package are leads from the market-leading Ci Technology Database [of IT contacts in the Americas] combined with consultative program management services executed by the Harte-Hanks market intelligence team that specializes in business-to-business technology lead generation.

"Combining the depth and richness of the CiTDB with our experienced lead generation staff produces a powerful tool for emerging players," Wussler said. "We're really excited about the opportunities we can create for emerging tech companies with this service."

For more information about CiMarketConnect, persons may contact Harte-Hanks at (800) 854.8409, ext. 7201, or visit: <http://www.citdb.com/cimarketconnect>

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 voice-over-IP, 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>.