

HARTE-HANKS SELECTS VERACENTRA TO POWER PRIVATE LABEL ON-DEMAND MARKETING SOLUTION FOR DIRECT MARKETERS

Napa, CA—April 5, 2010— VeraCentra, Inc., an innovative leader of on-demand marketing software and services, today announced that it has signed an agreement with [Harte-Hanks Inc.](#) (NYSE:HHS), a worldwide direct and targeted marketing company, to brand and sell the VeraCentra Collaborate solution, an on-demand marketing intelligence tool and delivery platform.

Harte-Hanks recognized the need to leverage technology within its existing multichannel solutions to complement their overall offerings. Utilizing its vast experience and expertise in direct marketing to evaluate the on-demand landscape, Harte-Hanks underwent a rigorous review of potential solutions and assessed that blending VeraCentra's technology with its marketing services would bring additional value to its client base.

Under the terms of the agreement, the Harte-Hanks platform is branded as "AMP" to its direct marketing services customers, in industries such as technology, consumer goods, retail, automotive, pharmaceuticals, and financial services. The solution is now available to Harte-Hanks customers, who will be able to create informed, relevant and measurable campaigns with a few clicks of a mouse.

Gary Skidmore, president of Harte-Hanks Direct Marketing said, "Today's economic environment is fiercely competitive. We all know that quality, timely information results in a better marketing strategy and campaigns. We have chosen to partner with VeraCentra to augment our marketing services. When paired with our relationship marketing expertise, our clients will be able to leverage data from various sources to achieve actionable insight and then immediately act on these insights to engage customers with relevant, targeted and highly customized communications."

Jeannine Falcone, corporate officer and managing director of The Agency Inside Harte-Hanks added, "With customer behavior in constant flux and the increasing complexity of delivering relevant communications, we saw a need to extend our product line with a flexible, easy to use solution that can span verticals. Our relationship with VeraCentra, through AMP, enhances our other brand engagement services."

David Resnick, vice president of sales and marketing, VeraCentra Inc. concluded, "We are delighted Harte-Hanks selected VeraCentra to provide its customers with a high value enterprise level marketing intelligence and multi-channel delivery platform that can be deployed easily. With AMP in place, Harte-Hanks clients can add more dimension to their marketing solutions."

About Harte-Hanks®

Harte-Hanks is a worldwide, direct and targeted marketing company that provides direct 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 helping them to turn data into insight, and insight into programs that identify, acquire and retain customers, and grow customer value. Visit the Harte-Hanks Web site at www.harte-hanks.com or call (800) 456-9748.

About VeraCentra

Offering the first on demand business intelligence solution designed specifically for marketers, VeraCentra helps marketers succeed in an increasingly competitive marketplace by providing marketing intelligence software and automated multi-channel communication systems. VeraCentra enables marketers to harness vital marketing data for fast analysis that fuels smart decisions. VeraCentra also helps marketers easily execute relevant communications that increase customer engagement levels and drives profitable customer relationships. VeraCentra's subscription based software provides affordability and low risk entry into sophisticated marketing systems.

VeraCentra literally translates to 'true center,' mirroring the firm's goal to help marketers uncover the truth about the needs and behaviors of their customers, and formulate, execute and measure new customer centric marketing strategies based on deep customer knowledge. Successfully delivering cross channel marketing services since 1988, VeraCentra is trusted by national brand leaders including Costco Wholesale, Intuit Software and Johnson and Johnson. For more information please visit www.veracentra.com or call (707) 224-6161.

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