



For Immediate Release

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Centris Acquires CALMS Marketing Database Service from Business Planning, Inc.

Acquisition Extends Company's Market Data Capabilities to Small and Medium-sized Business Users of Telecommunications Services

FORT WASHINGTON, PA - July 29, 2010 – Centris today announced that it had acquired the Commercial Access Lines Marketing System (CALMS) from Business Planners, Inc. CALMS is a marketing database containing data at a census block level, and is used by marketers to target small and medium-sized users of business telecommunication lines. In addition to market share, growth rates and provider information, the CALMS marketing system tracks the movement of business between providers on a quarterly basis.

As part of the transaction, Arthur Menko, president of Business Planning, Inc., will join Centris as a senior vice president with responsibility for Centris' telecommunication market sector.

According to William J. Beaumont, president of Centris, CALMS is a logical extension of Centris' current market models that provide subscription-based residential voice, video and data market share information at the census block level. "Our clients have an increasing interest in the small and medium-sized business market and CALMS will enable them to better manage their marketing programs.

"We are delighted to have Art Menko join our staff. Art is a recognized telecommunications industry expert who has been working with leaders in the industry for more than a decade."

About Centris:

Centris is a member of the AUS Group, one of the top research organizations in the United States. Centris provides market intelligence on buyers' preferences and behaviors relating to the purchase and use of voice, video and data services. Centris conducts daily market surveys providing clients with syndicated research reports, tracking reports and custom studies. In addition, Centris develops and maintains analytic models and provides consulting services to help marketers plan and evaluate their marketing strategies, track competitor actions and optimize their marketing mixes. Centris helps its clients grow revenue, expand margins and build strong brands. For more information, please visit www.centris.com.

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