



**FOR IMMEDIATE RELEASE**

**Claritas Selects Mountaintop Marketing Group to Support Government Practice!**

Silver Spring, MD, August 15, 2006 – Claritas, Inc. joins the Mountaintop team of high caliber firms supporting the Federal Government. Mountaintop will develop Claritas' GSA Schedule proposal and provide management of its Small Business and Sub-Contracting Plans.

Claritas, Inc. is a marketing information resources company dedicated to helping government agencies engage in consumer, constituent and business marketing. Claritas maintains an extensive array of demographic data, consumer data, market segmentation analysis, B2B marketing data, and market segmentation research, all delivered with marketing analysis and demographic software applications through the technology that is best suited to agency goals.

Claritas is also a Nielsen company. The Nielsen Company is a world-leading demographic, market segmentation research information and media company that includes AC Nielsen, Nielsen Media Research, Spectra Marketing Systems and Scarborough Research, amongst others.

Mountaintop Engagement: GSA Schedule Proposal Preparation; Small Business Plan Management

Claritas Website: [www.claritas.com](http://www.claritas.com)

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