



For Immediate Release

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Aberdeen Group Acquired by Harte-Hanks

Emphasis on Fact-based Research and Benchmarking to Enhance Harte-Hanks Tech Sector, Market Intelligence and Lead Generation Services

New York, NY (September 27, 2006) – Aberdeen Group, Inc. (“Aberdeen”), a Boston, MA-based provider of technology market research, intelligence, and demand generation services, has been acquired by Harte-Hanks, Inc. (NYSE: HHS), a worldwide direct and targeted marketing company. Terms of the transaction were not disclosed. The Jordan, Edmiston Group, Inc. (JEGI), the New York-based middle-market media investment banking firm, represented Action Media in this transaction.

Aberdeen provides market information and services through research “channels” that address 17 business areas and prepares reports about these areas, based on primary research and benchmarking data from more than 25,000 companies that have been tracked over the past two years. The reports are authored by analysts with research oversight. The research channels are focused on technology applications for retail and financial services, sales and marketing, human resources, service, supply chain management and procurement, and other key areas.

“We are pleased to announce this acquisition,” said Gary Skidmore, Corporate Officer and Senior Vice President, Harte-Hanks. “In addition to the traction Aberdeen has seen in its business, we see opportunities for Aberdeen analysts to leverage our Ci Technology Database, which now tracks technology infrastructure, business profiles and technology purchase plans at 680,000 locations in North America, South America and Europe – expanding their base globally for research. The results of Aberdeen’s intelligence – fact-based reports on current marketplace experiences and trends – are used by its clients to generate qualified leads, and we believe this intelligence will assist our clients significantly in their own marketing efforts.”

“During the past three years, Aberdeen has transformed and refined a new research model, with demonstrable success and traction in the market,” said Jamie Bedard, President and CEO of Aberdeen, who will serve as Managing Director of Aberdeen, a business of Harte-Hanks. “The time is ideal to continue our growth, offer new research products, expand our research base geographically and join forces with a leading provider of research-based information technology marketing solutions in Harte-Hanks.”

Harte-Hanks Aberdeen offices and analysts will remain in Boston. Harte-Hanks has two other locations in eastern Massachusetts (Billerica, where Harte-Hanks data quality software and database hosting offerings are situated, and East Bridgewater, which houses print-on-demand and marketing fulfillment capabilities). Overall, Harte-Hanks has business operations in 14 states and 10 countries.

About Harte-Hanks

Harte-Hanks (www.harte-hanks.com) 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); and 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.

Harte-Hanks Shoppers is North America's largest owner, operator and distributor of shopper publications, with shoppers that are zoned into more than 1,100 separate editions, with more than 13 million circulation each week in California and Florida.

About JEGI

Founded in 1987, JEGI (www.jegi.com) is recognized as a leading provider of investment banking services on middle-market transactions in the media and information industries. JEGI has undertaken the sale of numerous entrepreneurial businesses and significant disposition engagements for a wide range of major media and information companies, including CNET, Dow Jones, Hearst, Jupitermedia, Pearson, Reed Elsevier, Thomson Corporation, United Business Media and VNU. JEGI has also advised in the sale of assets on behalf of leading private equity funds, including Abry Partners, Frontenac Company, Housatonic Partners, Seaport Capital, Warburg Pincus and Wicks Group of Companies.

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