

Data Fusion from Jigsaw Puts Data in the Cloud, Automates Acquisition of Fresh Sales Prospects

Jigsaw Available Now on the Force.com AppExchange from Salesforce.com

SAN MATEO, CA – April 28, 2009 – Jigsaw, a leading provider of business information and data services, today announced the availability of Data Fusion, the first cloud-based, automated system for acquiring and managing new sales prospect records for CRM and marketing automation systems, including Salesforce CRM. Data Fusion transforms the way companies acquire and manage their records in the same way the subscription-based software-as-a-service model transformed the way companies buy and use software. It addresses the issue that 80 percent of records in most CRM systems are incorrect or incomplete, and therefore sub-optimal for prospecting and driving sales. Data Fusion is immediately available for test drive and deployment on the Force.com AppExchange at <http://www.salesforce.com/appexchange/>.

Jigsaw has built the world's largest user-generated database of complete and updated business contact information by engaging their community of over 800,000 business users. All of Jigsaw's records are updated in real time by Jigsaw's community and are complete with name, title, company, work email, business phone, and address. Data Fusion leverages the Jigsaw database to move CRM record management to the cloud. The result is consistent and automated cleaning and maintenance of a company's CRM records and a regular influx of net-new sales and marketing contacts. The increased productivity for both database managers and sales and marketing teams saves businesses time and money.

The company has published an open API and Developer Toolkit so any CRM application can be integrated to enable its customers to take advantage of Data Fusion.

Data Fusion is available as a monthly subscription service but companies can significantly reduce usage costs by contributing back to the Jigsaw system. Data Fusion connects with Salesforce CRM, or other CRM applications, and automatically matches and updates records daily. Data Fusion also provides a dashboard to monitor activity and changes with the option to accept or reject any specific updates, and determine which fields in each record companies want to synch daily.

“Currently 99% of companies that sell BtoB procure and manage the company and contact records in their CRM system,” said Jim Fowler, Jigsaw's CEO. “We expect Jigsaw Data Fusion to do to data what SaaS did to software – get companies out of the business of procuring and

managing these CRM records. Our goal is to turn the data business into a fully automated service, just like software has been turned into a service with SaaS.”

“Cloud computing solutions don’t require capital expenditures and can be more quickly customized and deployed than legacy client/server infrastructure,” said Kendall Collins, CMO, salesforce.com. “Our partner, Jigsaw, is harnessing the power of the Sales Cloud to successfully enable customers to enhance the quality of contact information in Salesforce CRM.”

Data Fusion Pricing: Jigsaw is also transforming the way in which users can procure these services, offering Data Fusion on a per-seat, per-month basis exactly as leading SaaS CRM providers do. “Not only do our customers want the benefits of Data Fusion inside their CRM,” says Fowler, “They want to pay for it in the exact same way. Jigsaw is thrilled to be the first major data and data hygiene services provider to enable them to do so.”

For more information, please visit

http://enterprise.jigsaw.com/products/jigsaw_data_fusion.html.

About the Force.com Platform and AppExchange

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM applications, more than 800 ISV partner applications like those from CODA and Fujitsu, and more than 85,000 custom applications used by salesforce.com’s 55,400 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel.

Force.com is the fastest platform for building and deploying complex business applications. Unlike a stack of disparate client/server hardware and software products, Force.com unifies the development and deployment model from the database to the device, allowing developers to easily assemble applications with clicks, components and code, and then instantly deploy them on salesforce.com’s trusted global infrastructure. Customers and partners are using Force.com to build all kinds of business applications from supply chain management to compliance tracking, brand management, accounts receivable, claims processing applications and much more.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the Force.com AppExchange marketplace at

<http://www.salesforce.com/appexchange/>.

About Jigsaw

Jigsaw (www.jigsaw.com) is a leading provider of business information and data services that uniquely leverages user-generated content contributed by its global business-to-business community of 800,000 members. Jigsaw gives individuals and companies access to contact

information for 12 million business people and profiles of 2 million companies. In addition to delivering low-cost and easy access to high-value business information for sales, marketing, recruiting and customer service, Jigsaw provides companies with cloud-based data acquisition and management services. Founded in 2004, Jigsaw is located in San Mateo, Calif. and funded by Austin Ventures, El Dorado Ventures, and Norwest Venture Partners.

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