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<u>FOR IMMEDIATE RELEASE</u>

REDI-DATA Completes BPA Email Database Audit

Shelton, CT December 17, 2019 – Fairfield, NJ-based Redi-Data, Inc., a leading provider of postal and email lists, data services and direct marketing solutions, has successfully completed its BPA Worldwide database audit of its physician email database and email deliverability rate.

"A BPA database audit provides advertisers and agencies with the assurance that what they choose to invest in does, in fact, reach the desired target audiences for specific advertisers," noted Glenn Hansen, President and CEO of BPA Worldwide. "In addition, the BPA audit also helps media companies by documenting the quality of their audiences."

According to Redi-Data, Inc., its proprietary healthcare database is sourced through healthcare professional website co-registrations, medical publication subscriptions, telephone verification authenticated by the AMA database, and other authenticated physician sources. In addition, all records are permission passed for medically relevant communications conforming to the CAN-SPAM act. All opt-outs are eliminated from the database on a daily basis when the opt-out request is received.

According to the audit report, as of September 2019, the Redi-Data database includes a total of 858,369 individual physicians' emails, with nearly 95% confirmed deliverability.

"We are pleased to receive the certification by BPA Worldwide for our email database," said Michael San Inocencio, Dir. of Sales and Business Development of Redi-Data. "A certification from such a respected organization further validates the quality of our email data and deliverability and reinforces our commitment to compliance."

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About BPA Worldwide. BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 2,100 annual audits of media channels in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the BPA iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. BPA iCompli Technology Assurance provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

BPA iCompli Sustainability provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

The latest innovation to move the industry forward is the BPA Media Exchange, an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.