



We make it happen.



News Release

FOR IMMEDIATE RELEASE

Media Contacts:
Chet Dalzell, Harte-Hanks, Inc.
(212) 520-3232
chet_dalzell@harte-hanks.com

Cynthia Harris, PR Strategy
(650) 520-8343
charris@vocecomm.com

HARTE-HANKS AND BEFORE THE CALL ALIGN TO ARM BUSINESS-TO-BUSINESS SALES TEAMS WITH CLIENT IT PROFILES

-Harte-Hanks CI Technology Database integrates with Before the Call for salesforce.com's Appforce, arming b-to-b sales teams with critical IT information before contacting prospects-

SAN DIEGO and SUNNYVALE, CA – October 17, 2005 – Harte-Hanks, Inc. (NYSE:HHS), and Before the Call, Inc., today jointly announced a relationship where users of Before the Call for Appforce, now have access to the Harte-Hanks CI Technology Database™ (CITDB) and its information technology (IT) profiles of 680,000 business locations in North America, Europe and South America. Harte-Hanks CITDB data are now accessible and completely integrated within this specific Before the Call offering available to salesforce.com users.

The Harte-Hanks CITDB delivers data on IT and business environments, including software, servers, storage, security, personal computers and wireless platforms among other data elements – in small, medium and large enterprise locations. Before the Call solutions are designed to deliver this intelligence and present it seamlessly to salesforce.com users so that they no longer have to exit their customer relationship management solution and search separately to tap this marketplace information.

In addition, Before the Call for Appforce presents a company's applicable internal marketing collateral, such as case studies and white papers associated with the technology being used at the prospect's site, and delivers it automatically to the salesforce.com user.

"Our partnership with Before the Call enables our combined customers to determine exactly which business sites are planning to buy and which are using specific technologies," said Randy Wussler, managing director, market intelligence, Harte-Hanks. "Using the CITDB to target business decision makers helps keep salespeople in the field informed and focused on the right prospects, based on our telephone-verified market research process."

-more-

BEFORE THE CALL, HARTE-HANKS ALIGN TO ASSIST B-TO-B MARKETERS – 2/

"Combining Harte-Hanks CITDB with Before the Call equips our customers with needed information, allowing sales teams to sell rather than having them probe the prospect about their installed technology," said Fred Walters, CEO of Before the Call. "Determining a prospects' IT configuration further qualifies the lead so that the sales professional becomes more efficient, improving conversion rates and enhancing sales productivity."

Before the Call combines external market information and a company's internal content to close the lead-qualification gap, helping to save time in the sales process. Last month, Before the Call announced its first offering, Before the Call for Appforce, at salesforce.com's Dreamforce '05 conference. The Harte-Hanks CITDB is available within this specific Before the Call offering.

Based on the contact information of the prospect, the Harte-Hanks CITDB profile is presented to the sales professional automatically when using Before the Call for Appforce. The sales intelligence is then retained in a "portfolio" that is associated with the prospect and shared easily with peers.

According to the two companies, this joint service enables salesforce.com users to access the best available technical information about a prospect or customer, preparing them for a productive sales call. The CITBD, the largest and most in-depth business technology database of its kind, monitors spending plans at business, government and institutional locations that account for a majority of today's global IT spending.

In September, Harte-Hanks Trillium Software® and salesforce.com jointly announced another distinct offering, DIAMOND DATA for Appforce. DIAMOND DATA is a data quality and enrichment software solution driven by the Trillium Software System®, which also incorporates data from the Harte-Hanks CITDB and is available to salesforce.com customers.

About Harte-Hanks

Harte-Hanks, Inc., San Antonio, TX, is a worldwide, direct and targeted marketing company that provides direct marketing services and shopper advertising opportunities to a wide range of local, regional, national and international consumer and business-to-business marketers. Harte-Hanks Direct Marketing improves the return on its clients' marketing investment with a range of services organized around five solution points: Construct and update the database -- Access the data -- Analyze the data -- Apply the knowledge -- Execute the programs. Expert at each element within this process, Harte-Hanks Direct Marketing is highly skilled at tailoring solutions for each of the vertical markets it serves. Visit the Harte-Hanks Web site at <http://www.harte-hanks.com> or call (800) 456-9748.

About Before the Call

Before the Call incorporated in March 2005 and is privately funded. Before the Call for Appforce, the company's first solution is an on-demand sales intelligence suite sold to salesforce.com's users. The company is located at 1250 Oakmead Parkway, Suite 210, Sunnyvale, CA 94085. More information is available at www.beforethecall.com or (408) 501-8886.

All product and company names may be trademarks of their respective owners.

###