

FOR IMMEDIATE RELEASE

E-DATA™

Detroit, MI (25 August 2003) – Business Source Solutions, a leader in marketing & sales services, announced that they are changing their name to E-DATA™.

The name change is the final step in the process started in July of 2003 to change the corporate identity. The name E-DATA™ reflects the company's dedication to embracing new technology to better serve business by anticipating the needs, and meeting the challenges of the Internet age. It also signals the desire to build a brand around a name that can be trademarked and promoted on a national level.

While E-DATA™ will continue to use conventional means to provide marketing and sales services, the new name accurately conveys that the company will focus on innovative technology and methodology to improve their ability to best serve their clients.

Along with the name change, E-DATA™ is announcing the opening of their website at [www.e-dataonline.com](http://www.e-dataonline.com). The site will provide both existing and prospective clients information on their new suite of services, as well as a look at the future of marketing services.

E-DATA™ is a professional service firm dedicated to providing B2B companies with the tools needed to cultivate highly effective marketing and sales programs. Our innovative combination of leading-edge technology and common-sense business practice allows companies large or small to maximize their potential by accurately identifying valuable prospects and developing competitive edge campaigns to increase efficiency and maximizes return. For more information, please email [info@e-dataonline.com](mailto:info@e-dataonline.com) or call (586) 954-0134