

News Release

FOR IMMEDIATE RELEASE

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HARTE-HANKS DELIVERS 10,000 'SUPER PLANS' TO TECH MARKETERS; PLANS PROVIDE SALES LEADS WHO ARE READY TO BUY

-Super Plans leverage Harte-Hanks CI Technology Database™ to generate North American sales leads in more than two dozen tech categories with research accuracy near 90%-

SAN DIEGO, CA – February 8, 2006 – Harte-Hanks, Inc. (NYSE:HHS), a worldwide, direct and targeted marketing company, announces that it has profiled and delivered more than 10,000 "[Super Plans](#)" to technology marketers, enabling business marketers to have qualified, sales-ready leads in North America in more than 25 technology areas.

Each Super Plan leverages the Harte-Hanks [CI Technology Database \(CITDB\)](#), a syndicated direct marketing product that profiles installed technology in workplaces worldwide, the company reports. As Harte-Hanks researchers conduct telephone interviews to update the CITDB, the researchers ask several follow up, qualifying questions each and every time a specific technology buying opportunity has been identified. Those qualifying questions are determined in advance by each Super Plan client, enabling a highly qualified lead for that client.

Harte-Hanks also reported that there is a high level of accuracy with Super Plan components. Follow-up interviews with each business site considering a purchase validated both the purchase plans and the budgets on these leads with an accuracy level of at least 88% in many technology categories: storage area networks and network attached storage, call centers, wireless, servers and server consolidation, customer relationship management, voice-over IP and dedicated Internet access technology.

"Having access to qualified leads as compared to inquiries is critical to success – and is a constant concern for technology and business marketers," said Gary Skidmore, corporate officer and senior vice president, Harte-Hanks. "Every moment a sales person has a qualified lead, he or she spends more time selling, and less time trying to get to the right person. Marketplace solutions that focus on supplying qualified leads accurately are keenly needed by cost-conscious, return-driven organizations today. Achieving near 90%

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HARTE-HANKS DELIVERS 'SUPER PLANS' – 2/

accuracy in our Super Plans is phenomenal, in a business world where plans and budgets for purchasing are constantly changing."

"Super Plans are based on actual conversations with the prospective buyer, therefore they eliminate guesswork for our client sales teams and channel partners, helping them to prioritize leads correctly, and to make their dialogue with each prospect relevant," said Randy Wussler, managing director, market intelligence, Harte-Hanks. "Since we launched Super Plans in mid-2004, their effectiveness and ability to help clients contain costs has really fueled their growth."

Among technology areas where Harte-Hanks Super Plans are delivered include: wireless local area networks, servers and server consolidations, customer relationship management systems, enterprise resource planning systems, storage area networks, telephone systems, wide area network services, personal computers, broadband Internet access, and call center expansions and implementations. For example, Harte-Hanks provided installed technology and purchase plan details on more than 145,000 wireless LAN users last year, and on more than 800,000 sites that planned PC purchases – delivering these leads daily via e-mail or Web site in a variety of formats.

"Super Plans enable enterprises to increase their selling productivity, by spending less time on using in-house resources to identify prospects, qualify leads, and get to the right people – and more time on strategic selling," Wussler said. "In identifying and qualifying these telephone-verified leads, we discuss budget, authority, need and timing with the would-be prospect to understand more fully the quality of the intent-to-purchase – and we accomplish this with very high rates of accuracy."

For more information about Super Plans, persons may contact Harte-Hanks at (800) 854.8409, ext. 7206, or visit <http://www.hartehanksmi.com> .

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.