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## **Paisley Group Confirms LSSi Listings Most Accurate in Industry – for *Fifth* Year in a Row**

*For the fifth year running, The Paisley Group's database-industry study confirms that LSSi telephone listings are more accurate than those from other database suppliers. They are even more accurate than the LECs' own listing data.*

**EDISON, NJ, April 24, 2007** – For the fifth year in a row The Paisley Group, the telephony industry's leading measurer of directory assistance accuracy, has determined that LSSi's United States database of telephone listings is the most accurate in the industry.

LSSi listings were confirmed correct in 98.5% of the searches conducted in the study, exceeding the accuracy of other commercial data suppliers and even the accuracy of the listing owners themselves, the Local Exchange Carriers (LECs) that are the sources of the original listing information.

Jack McMaster, LSSi's President and CEO, noted that LSSi's achievement is the result of the company's total commitment to keeping its listings as fresh as possible. "Keeping a listing database accurate means keeping it fresh. This is a large-scale endeavor. Last year alone, we made more than *650 million* listing updates in our U.S. database, an increase of more than 130 million updates over 2005."

According to McMaster, that's why so many directory assistance operators, direct marketers, and online directory assistance services search the telco-fresh LSSi databases. In applications like these and a multitude of others, the freshness of listing data is crucial. "That's what drives the entire effort," said McMaster. "Our commitment to providing fresh, accurate data has made LSSi *the* industry benchmark for telephone-listing databases."

Industry trends are helping to further enhance the company's listing data. For example, as Local Exchange Carriers (LECs) remove their listings from RBOC databases, they increasingly choose to add these listings to the LSSi Database. This step ensures that the local listings will be available to directory assistance operators nationwide. This not only



helps the LECs, but also adds to the accuracy and completeness of LSSi's data. LSSi is also actively acquiring and integrating wireless and VoIP directory listings into the LSSi Database, to provide nationwide access to these listings via directory assistance.

The Paisley Group is the telephony industry's leading measurer of directory assistance accuracy, customer fulfillment, and customer care. The Paisley studies provide industry analysts with the clearest picture of the true accuracy and completeness of directory assistance databases. Their 2006 study compared the LSSi US Database with those of other leading NDA database suppliers.

To ensure that the results given in the current report represent true database performance under real-world conditions, the Paisley Group based the study on 2,000 actual directory assistance calls (placed in 2006). The study was also rigorously designed to include the information searches that directory assistance operators really perform, rather than being artificially limited to only standard searches. For example, it included requests for new listings, listings that had been disconnected, hard-to-find listings, listings that were requested out of order, and listings with incomplete details, in addition to standard searches.

### **About LSSi**

LSSi Corp. ([www.lssi.net](http://www.lssi.net)) is the world's leader in developing and operating high-performance directory databases. The company has established a strong commercial presence in several important telephony markets, including National Directory Assistance (NDA<sup>®</sup>) databases in the U.S., Canada, Ireland, and the United Kingdom; customer name and address automation; wireless mobile solutions; desktop solutions for corporations and other large institutions; and NDA client / server software. In addition to its world headquarters in Edison, New Jersey, LSSi operates development resources and data centers located in Research Triangle Park, North Carolina; Waynesboro, Virginia; Birmingham, England; and Dublin, Ireland.

### **About The Paisley Group**

The Paisley Group Ltd. (<http://www.thepaisleygroup.com>) is the industry's leading DA/OS consulting company and measurer of database accuracy, customer fulfillment, and customer care. PGL works with clients to develop existing potential and leverage new opportunities, defining goals and challenges, gathering and analyzing data, and developing effective methods for optimizing operations and achieving objectives.

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