

Aberdeen Research Surpasses 2.5 Million Readers and Accelerates Investments at Extending its Global Footprint

— Aberdeen's launch of research.aberdeen.com simplifies 24x7 global access to primary fact-based complimentary research across the Company's 24 research practices —

BOSTON, MA – August 12, 2008 – With more than 2.5 million readers in over 40 countries, including 90% of the Fortune 1000, and 78% of the Global 500, Aberdeen has reset the bar with its introduction of research.aberdeen.com. The new research portal will allow businesses to quickly identify and retrieve relevant research. The primary research reports are made available without cost to line of business executives looking to take their organization to the next level.

With a mission of educating end users to action, Aberdeen's fact-based research provides insights into the activities, processes, methodologies, and technologies that drive best-in-class performance. The new portal offers benchmark studies across ten technology sectors including: Customer Management, ERP & Finance, Global Supply Management, Human Capital Management, Manufacturing, Product Innovation, Information Technology, Retail, Service Management and Supply Chain Management. Aberdeen's research educates readers on the critical issues and performance metrics that drive best-in-class performance. For 20 years Aberdeen's research has successfully guided corporations in ways that allow them to stay ahead of the market, client expectations and the competition.

"Aberdeen's innovative and refreshing approach to delivering actionable, objective research is redefining the research landscape. Over 1400 research reports will be made available to the marketplace this year, all based on primary research from survey-based responses, and made available at large to the end user community without cost," according to Stephen Gold, President of Aberdeen. "This new research portal will provide our readers with streamlined, 24/7 access to Aberdeen's complimentary research as we continue to support our goal of educating users to action."

End-user organizations can immediately access Aberdeen's complimentary research library by visiting <http://research.aberdeen.com>. Research is made available in part by the support of various organizations and institutions that continue to support our efforts to bring research to the masses.

About Aberdeen Group, a Harte-Hanks Company

Aberdeen is a leading provider of fact-based research and market intelligence that delivers demonstrable results. Having benchmarked more than 30,000 companies in the past two years, Aberdeen is uniquely positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen™ for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the “customer optimization” process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market. For additional information, visit Aberdeen <http://www.aberdeen.com> or call (617) 723-7890, or to learn more about Harte-Hanks, call (800) 456-9748 or go to <http://www.harte-hanks.com>.