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R. L. Polk & Co. Recognized as Laureate by the Computerworld Honors Program

Global Information Technology Awards Foundation Pays Tribute to Individuals and Organizations that Use Information Technology to Benefit Society

DETROIT, June 14, 2007 — R. L. Polk & Co, the premier provider of automotive information and marketing solutions, has been recognized as a Laureate by the Computerworld Honors Program. This year's Honorees were commemorated during the 19th Annual Laureates Medal Ceremony & Gala Awards Evening on June 4, 2007 at the Andrew W. Mellon Auditorium in Washington, D.C. For almost two decades, Computerworld Honors has acknowledged those individuals and organizations that have used information technology to benefit society.

Polk implemented powerful solutions from its subsidiary, RLP Technologies (RLPT), a provider of data management solutions for the automotive and other industries, to support better decision-making, better customer experiences and improve overall company performance. RLPT's flagship product, OneView360°, is a specialized data integration and database production solution. Polk directly leveraged the OneView360° solution to better manage its core data and increase data processing performance, streamline IT infrastructure and lower IT asset total cost of ownership.

“We are pleased that Polk has been recognized for its outstanding information technology developments,” said Norm Marks, vice president of marketing for RLP Technologies. “OneView360° is serving as a foundational data integration platform to reduce product development cycle times for the information and applications Polk provides to the automotive industry.”

Each year, members of the Chairmen's Committee, a group of 100 Chairman/CEOs of global technology companies, nominates individuals and organizations around the world whose visionary applications of information technology promotes positive social and economic progress. Independent of the Laureate recognition, the Computerworld Honors Program also annually presents its Leadership Awards, each designed to honor the extraordinary achievements of selected individuals whose positive contributions to the IT revolution have left an indelible mark on the world.

“The Computerworld Honors Program seeks to recognize organizations, from a variety of sectors, for their ongoing efforts to utilize technology in order to benefit society,” said Ron Milton, Chairman of the Board of Trustees for the Computerworld Information Technology Awards Foundation and Executive Vice President of Computerworld. “We are proud to provide a platform to publicly acknowledge these contributions.”

About RLP Technologies

RLP Technologies is a technology company providing specialized database integration, data management, and database production solutions. The company is a subsidiary of R. L. Polk & Co., the premier provider of automotive information and marketing solutions. For further information on RLP Technologies, please visit www.rlpt.com.

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning weekly publication, Computerworld.com Web site (www.computerworld.com), focused conference series and custom research form the hub of the world's largest (40+ edition) global IT media network. In the past five years alone, Computerworld has won more than 100 awards, including Folio Magazine's 2006 Gold EDDIE Award for the best

technology/computing magazine, the 2004 and 2006 Magazine of the Year Award, and 2006 Best Overall Web Publication from the American Society of Business Publication Editors (ASBPE). Computerworld leads the industry with a print audience of 1,252,000 readers each week (IntelliQuest CIMS Spring 2006) and an online audience of over 2 million unique monthly visitors (Omniture).

Computerworld is a business unit of International Data Group (IDG), the world's leading technology media, research and events company. A privately held company, IDG publishes more than 300 magazines and newspapers, including CIO, CSO, Computerworld, GamePro, InfoWorld, Network World and PC World. The company features the largest network of technology-specific Web sites, with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide, including Storage Networking World®, Premier 100®, LinuxWorld Conference & Expo®, Macworld Conference & Expo, DEMO® and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at <http://www.idg.com>.

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