



Exceptional lists - Exceptional Results

New developments here at **Wyvern Direct Response** for 2013.

We have two new lists available for 2013.

Firstly, the new **Forum Events** file which is made up of buyers from organisations across all sectors and industries in the UK. The list contains Postal and Email addresses and with over 70,000 records available there is enough data to cover most requirements.

Secondly, we are now able to supply you with International data from **Cegedim**. This list, which you may have previously known as Dendrite, is the most comprehensive global data set of medical organisations and professionals that is on the market today. With over 10 million records available, made up of 49 databases across 69 countries, if you are looking to contact medical professionals, from nurses to Consultants, this is the list for you.

We also have some great news from our current lists.

Publibase has gone through some re-development so there is now more data available than ever before. They have also added a new research team to their set-up and therefore, have increased the rate of telephone verification on the list to 2.1 million validations per year. This new research team has allowed us for the first time to move into the area of Business 2 Business Lead Generation, at some very competitive prices, so if you're looking for a list that no one seems to have, let me know.

One of our best performing lists of 2012 was the **National Charities Database**, which has always been a postal only file. However, over the last year the list owner has put in some serious hard work and the list is now available with email, which allows for that multi-channel approach that simply hasn't been an option before.

On top of all of this, we have just updated the **Terrapinn, FT, ICAEW, TIME** and **Fortune** lists, so they are all ready to go for the New Year.

Hopefully this is all of good use to you. If you need any further information regarding any of the above or anything else that Wyvern can help you with then please do not hesitate to get in touch with me.

Kind Regards

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