

BEST-IN-CLASS ORGANIZATIONS LEVERAGE MOBILE MESSAGING MORE DEEPLY THROUGHOUT THEIR VALUE CHAIN

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In the newly released "Enterprise Mobile Messaging Benchmark Report," Aberdeen, a Harte-Hanks Company (NYSE:HHS), found that best-in-class organizations use more forms of mobile messaging to communicate with more groups of people than do all other organizations. In fact, best-in-class organizations use mobile messaging to communicate with customers and partners 35% more frequently than all others surveyed.

The report analyzed organizations' use of push email, enterprise short message service (SMS), enterprise multimedia messaging service (MMS), mobile instant messaging, and mobile voice over IP (VoIP) to better understand how best-in-class organizations leveraged these technologies to better interact with colleagues, partners, customers, and prospects. Over 150 organizations worldwide contributed their experiences to the study in order to be heard.

The best-in-class organizations represent the top 20% of the responding organizations and are defined on the basis of process, organization, knowledge, and technology. "Best-in-Class organizations understand the value of using mobile messaging to communicate with more than just their colleagues," said Philippe Winthrop, Research Director for Wireless and Mobility research. "They are using mobile messaging to communicate with their colleagues, customers, suppliers, and partners more frequently than all others."

Additionally, best-in-class organizations use, on average, 40% more types of mobile messaging than all others. "Best-in-class organizations use multiple forms of mobile messaging to convey the right message at the right time," said Winthrop. "They understand how to most effectively leverage the strengths of each type of mobile messaging."

The report, underwritten by Good Technology and Nokia, provides readers with findings on how best-in-class organizations are exploiting enterprise mobile messaging technologies compared to others and recommends clear actions to take. Messaging solutions, levels of usage within different business units, and key performance indicators are reviewed. A complimentary download of the report is available at: <http://www.aberdeen.com/link/sponsor.asp?cid=3703>

About AberdeenGroup, 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>