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News Release

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**HARTE-HANKS RELEASES NEW INFORMATION TECHNOLOGY SPEND
ESTIMATES FOR BUSINESSES IN NORTH AMERICA**

Estimates reflect recent shifts in IT purchase patterns due to trends like cloud computing

SAN DIEGO, CA – June 6, 2011 – Harte-Hanks, Inc. (NYSE:HHS), a worldwide direct and targeted marketing company, has updated the **Ci Technology Database™** (CiTDB) to reflect new information technology and communications spend estimates for more than four million businesses in North America. Using proprietary models and data obtained from a variety of sources including in-depth telephone interviews, estimates were created for four major categories of technology purchases including hardware, software, IT services and communications. In addition, estimates are now available for six specific categories of computer hardware spend; PCs, servers, printers, storage, terminals and other.

“Our new IT spend estimates reflect important shifts in purchasing in today’s marketplace,” said Tino Kokkinos, managing director for Harte-Hanks Market Intelligence. “For instance, with more companies moving to cloud computing, we see a decrease in hardware and storage purchases and corresponding increases in software and IT services. What is unique is our ability to translate that trend into IT budgets at the level of the individual business location allowing our clients to zero in on specific locations with the available buying power in the categories that matter to them most – whether they sell laptops, storage, networking or software-as-a-service.”

In addition to IT spend estimates, each CiTDB profile contains detailed information on installed technology, purchase initiatives, company demographics, and key decision-makers at

the specific business location. Originally launched in 1969, the CiTDB provides insight on businesses that comprise over 90% of the annual IT and communications spend in the U.S., Canada and Europe. In total, it contains detailed market intelligence on more than four million business, government and institutional locations and 6 million business and IT decision-makers.

More information on the Harte-Hanks Ci Technology Database is available at:

www.citdb.com.

About Harte-Hanks®

Harte-Hanks is a worldwide direct and targeted marketing company that provides marketing services and shopper advertising opportunities to local, regional, national and international consumer and business-to-business marketers. Visit the Harte-Hanks Web site at <http://www.harte-hanks.com> or call (800) 456-9748.

The Harte-Hanks Market Intelligence division monitors installed technology and spending plans at business, government and institutional sites in North America, Asia-Pacific, Europe and Latin America. This technology content is combined with the tracking of IT decision-makers and chief-level executives, allowing its customers to find the right opportunity with the right decision-maker and to act on it efficiently and effectively. Visit <http://www.citdb.com/> or call (800) 854-8409.

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