

News Release

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HARTE-HANKS ANNOUNCES EXPANSION OF Ci TECHNOLOGY DATABASE™ TO CHINA

-Technology and business-to-business marketers to have access to 10,000 business location profiles in China, its first Asia-Pacific expansion-

SAN DIEGO, CA – April 15, 2008 – Harte-Hanks, Inc. (NYSE:HHS) has announced its first expansion of the Harte-Hanks Ci Technology Database™ (CiTDB) into the Asia-Pacific region. The CiTDB in China lists significant technology buying initiatives and profiles of key decision makers in thousands of business locations in China, each of them gathered and verified through telephone research.

"This represents our first major expansion inside perhaps the most dynamic national economy and region globally," said Spencer Joyner, corporate officer and vice president, Harte-Hanks. "We are working with a local partner to gather this intelligence and data, showcasing current technology initiatives and triggers, as well as competitive installs, company demographics and identification of key decision makers inside business sites located there. By July, we anticipate having 10,000 profiles completed and look forward to further expansion based on market demand. Based on early results, we're excited that 67% of all locations profiled in China thus far are planning a major technology initiative within the next 24 months. Early use of this intelligence by some of our global CiTDB customers is delivering significant results.

Joyner also noted that the expansion also includes 40,000 technology and business decision makers in China, as of July.

"The CiTDB is renowned in North America, Latin America and Europe," said Randy Wussler, managing director, market intelligence, Harte-Hanks, "with 600,000 business profiles and 2 million decision makers on these continents and a host of 'sales alert' products and services to help business sellers and marketers capitalize on the

intelligence and use it to identify prospective customers and close specific sales opportunities. We demand no less from ourselves in China, and in fact, face new challenges there in building our intelligence, keeping it current, and helping customers use it to advantage. Our profiles are tracking a wide host of major IT [information technology] initiatives."

According to Wussler, among these IT initiatives are: purchase and installation of servers; deployment of server or storage virtualization initiatives; purchase and installation of 50+ personal computers; deployment of new storage area networks and expansions of existing networks; new initiatives to lower power consumption (such as "greening" data centers); adoption of Microsoft Vista and open source computing platforms; deployment of voice-over IP or other phone systems; new wireless networks; expanded network security and wide-area networks; and expiration of cellular and long-distance contracts. Competitive installation intelligence includes naming of preferred vendors in these same categories, as well as technology totals to help size IT infrastructures and opportunity.

Up to seven technology and business decision makers also are profiled, per site: senior IT manager, networks manager, telecommunications manager, software/applications manager, PC manager, senior business manager and senior sales manager. Included are first and last names in both Chinese and English. Company demographics detail parent company name (if applicable), industry, employee size, Web site address, as well as contact data for street and postal address, telephone number, Wussler reported.

Each site in the Harte-Hanks CiTDB for China has at least 100 employees (with an average 550 employees) and 10 or more than PCs (with an average of 110). Updated profiles are delivered monthly to CiTDB clients as they are gathered and verified.

Queries regarding the Harte-Hanks CiTDB for China may be directed to Randy Wussler, randy_wussler@harte-hanks.com, (858) 535-6709 in San Diego.

About Harte-Hanks

Harte-Hanks is a worldwide, direct and targeted marketing company that provides direct 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.

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