



FOR IMMEDIATE RELEASE

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### **PENNYSAVER USA WEB SITE TO INCLUDE ALL CAR LISTINGS OF DEALERFUSION**

RANCHO CORDOVA, CA – March 16, 2006 – PennySaverUSA.com, the Web site for the PennySaver, a California-based shopper publication of Harte-Hanks, Inc. (NYSE:HHS), has recently partnered with Dealer Fusion to add its full suite of listings for all of the car dealerships it represents, among them nearly 500 dealerships in California. This partnership brings an additional 28,000 automobile listings that are searchable on the Web site (<http://www.pennysaverusa.com>) every week.

"Online and offline, the PennySaver is a widely used resource for anyone who is in the market to buy or sell...especially in the state of California," said Pierce Plam, chief executive officer of Dealer Fusion. "With this partnership, we are excited to offer even greater value to our participating car dealers. Our company's accelerated growth has resulted from constantly finding ways to bring greater value to automobile dealerships. In addition, each of our 500 California dealers has an opportunity for more exposure in the PennySaver print publications."

"While we currently average more than 45,000 auto listings on PennySaver.com at any given time, the addition of Dealer Fusion and its dealer listings really helps us offer much, much more in searchable automobile inventory to the many visitors to our site," said Loren Dalton, president of PennySaverUSA.com. "In our digital age, PennySaver users are found online and in print. We welcome adding Dealer Fusion as an online content provider – and are anxious to assist its member dealers with their targeted, local print advertising needs as well."

### **About Harte-Hanks**

Harte-Hanks, Inc., San Antonio, TX, is a worldwide, direct and targeted marketing company that provides direct marketing services and shopper advertising opportunities to a wide range of local, regional, national and international consumer and business-to-business marketers. Harte-Hanks Direct Marketing improves the return on its clients' marketing investment with a range of services organized around five solution points: Construct and update the database -- Access the data -Analyze the data -- Apply the knowledge -- Execute the programs. Expert at each element within this process, Harte-Hanks Direct Marketing is highly skilled at tailoring solutions for each of the vertical markets it serves. Visit the Harte-Hanks Web site at <http://www.harte-hanks.com> or call (800) 456-9748.

Harte-Hanks Shoppers, a division of Harte-Hanks, Inc., is a recognized leader in geographic and demographic target marketing solutions. With more than 1000 unique community editions, its PennySaver publications reach more than 9 million homes every week in California (covering more than 70% of the state's households) and 3 million homes each week in Florida with its Flyer publication. Through the technology of targeted mailing, utilizing zone-specific maps and ZIP Code surveys, advertisers can tailor their marketing message to a particular neighborhood or demographic group in the area of their choice. The PennySaver provides a low-cost, efficient and targeted marketing solution utilizing a wide variety of products such as display ads, classified ads and flyers, delivered weekly via the U.S. Postal Service. Visit PennySaver online at: <http://www.PennySaverUSA.com>

### **About Dealer Fusion, Inc.**

Dealer Fusion collects data and digital photos of automobile dealerships' used car inventories. All inventories are then maintained across the Internet including PennySaverUSA.com and the dealers' website. The company operates in metropolitan areas including Northern California, Southern California, Chicago, and Portland. Founded in 2000, Dealer Fusion has expanded its network of dealers to include over 600 automobile dealers and is the largest company of its kind in California. Visit Dealer Fusion's Web site at <http://www.dealerfusion.com> or contact Phil Roper at 800-700-6675 x 121.