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***infoUSA® Data Aids Seattle Leukemia Patient  
in Finding Bone Marrow Donor  
With a 1 in 20,000 Probability Match Rate, Sameer Bhatia Finds Rare 10 of 10 Match***

(OMAHA, NE)—When Robert Chatwani and Sundeep Ahuja contacted infoUSA® in August 2007, they knew there was only a 1 in 20,000 probability of finding a good match bone marrow donor for their friend, Sameer Bhatia. Sameer was diagnosed with leukemia in May, and told a month later that he would need a bone marrow transplant soon.

“Sundeep and our network of friends were already active in an effort to find a bone marrow donor for our friend Vinay Chakravarty, who was diagnosed with leukemia late last year,” says Chatwani, one of the leads in the HelpSameer.org campaign. “We were inspired by Vinay’s campaign, HelpVinay.org, and decided to join forces to expand awareness.”

Sameer and Vinay are South Asian, which made finding a match challenging. Because tissue types are inherited, patients are more likely to match someone from their own race or ethnicity. But of the approximate 6 million individuals currently registered with the National Marrow Donor Program® (NMDP), less than 1% are South Asian. In order to help Sameer find a suitable match, Sameer’s campaign began to hold bone marrow drives throughout the country to increase the number of South Asians in the registry.

Robert, Sundeep and their extended network of friends had been told by the NMDP that finding a relative (immediate or distant) of Sameer’s would be the best chance of finding a match donor. That led Robert and Sundeep to infoUSA. HelpSameer.org purchased a list of 1,391 people with Sameer’s last name, Bhatia. Of the 1,391 names, 689 had phone numbers available. Volunteers nationwide launched a telemarketing campaign targeting the Bhatia community based on registry drives in their area. They were asked to visit the HelpSameer.org website to learn more, and then go out and register.

“The response to our message was very positive,” comments Chatwani. “In just four weeks after the telemarketing program began, Sameer found a 10 of 10 match. The highly focused telemarketing effort was a perfect complement to our campaign.”

“What was even more amazing,” says Sameer about his donor notification, “My Match Coordinator called the very same morning I was on my way to explore alternate treatments!”

With a 10 of 10 match, Sameer has the greatest chance of becoming cancer-free.

“We were really pleased with the outstanding service and accurate information we received from infoUSA. Without that, we may not have had such a quick and positive outcome to our campaign,” adds Chatwani.

The registry campaign drive continues to help raise awareness for all South Asians. Through telemarketing, viral marketing, word-of-mouth campaigns, and local and national media, more than 24,000 new registries have been added. For more information on the registry drives, please visit [www.HelpSameer.org](http://www.HelpSameer.org).

For more information on the National Marrow Donor Program®, visit [www.NMDP.org](http://www.NMDP.org) or [www.marrow.org](http://www.marrow.org).

For more information on infoUSA specialty lists, call Jason Martin at 402-593-4524 or visit [www.infoUSA.com](http://www.infoUSA.com). infoUSA® (NASDAQ: IUSA) is the leading provider of proprietary business and consumer databases, sales leads, direct marketing, and email marketing.

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