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## **DISCOVERY ENHANCES OAK STREET FUNDING'S MARKETING EFFORTS**

SHREWSBURY, NJ - Discovery-The Financial Information Group Inc. has announced that Oak Street Funding ([www.oakstreetfunding.com](http://www.oakstreetfunding.com)), an Indianapolis, Indiana-based commercial finance company dedicated to insurance professionals, has become its latest client to license the Discovery-Insurance database.

Oak Street Funding, which pioneered commission-based lending to the insurance industry, licensed Discovery-Insurance to better market its products to both property/casualty agents and life/health agents. According to Lisa Nordhoff, Oak Street Funding's marketing director, Oak Street's decision to purchase the product was based on the database's search features and abundance of information, containing data on over 1.4 million agents.

"We were impressed with how precise and focused we could make our search queries," said Nordhoff. "Discovery-Insurance allows us to specifically market to the presidents of insurance agencies and agents with certain licenses, ones appointed to specific carriers and others located in different regions throughout the country."

Nordhoff explained that in addition to being able to pinpoint a target market, the validity of the lists containing agent's contact numbers within the web-based database gives Oak Street the opportunity to conduct follow-up calls after their direct mail campaigns.

"The fact that Discovery has 20 employees solely dedicated to adding and validating information, such as addresses, phone numbers, and licenses assures us that we are receiving the most current information every time we log into the database," said Nordhoff.

This commitment in guaranteeing a quality product is part of the foundation in which Discovery is built upon said Nicholas W. Stuller, president of Discovery. The professionalism of the employees is what he feels makes Discovery's suite of databases and services unique.

"Our company as a whole prides itself in providing our clients with a product that will suit their needs and help increase their productivity," said Stuller. "Our clients are

number one in our eyes, which is why we are willing to go above and beyond to guarantee their satisfaction.”

Discovery’s enthusiasm toward its clients is another influential factor that encouraged Oak Street Funding to purchase Discovery-Insurance. Discovery has already agreed to “go above and beyond” as Stuller mentioned to better fit Oak Street Funding’s requests.

“We are excited that Discovery is considering our needs and how they have agreed to focus on adding more property/casualty agents to its database going forward,” said Nordhoff.

For more information concerning Discovery-Insurance, or The Financial Information Group Inc., please contact 732-933-1899, or visit our website at [www.discoverydatabase.com](http://www.discoverydatabase.com).

The Financial Information Group Inc. was founded in January of 2002 and is based in Shrewsbury, NJ. It provides sales and marketing staffs with the broadest and most comprehensive data on Registered Investment Advisers (RIA), Registered Representative (RR), Broker/Dealer (BD) firms Trust Companies, Insurance Agents and Banks deployed in searchable Web-based analytical system. Discovery’s premier suite of products includes Discovery-RIA, Discovery-RR, Discovery-BD, Discovery-Trust, Discovery-Insurance, and Discovery-Bank. Discovery also provides the Discovery-MAX and Discovery-Advisor Growth Services, and AccessDiscovery, a fully integrated, enterprise marketing and sales solution for mutual fund companies. To date, over 380 major fund companies, brokerage firms and service providers have licensed Discovery databases.