

Catalina Marketing Sells Research Solutions Division to Schulman, Ronca, & Bucuvalas, Inc. (SRBI)



November 29, 2004 — ST. PETERSBURG, FL / PRNewswire-FirstCall via COMTEX. Catalina Marketing Corporation (NYSE: POS) today announced it has sold its Catalina Marketing Research Solutions division to Schulman, Ronca, & Bucuvalas, Inc. (SRBI). The specific terms of the agreement have not been disclosed. This sale concludes the series of four divestitures previously announced by the company.

"The conclusion of this business deal is in alignment with the long-term growth and profitability plan established for Catalina Marketing," said Dick Buell, chief executive officer. "Going forward, the company will focus on its strategic assets, which include the combination of its network of manufacturer sponsors, its relationship with its retail partners and its proprietary solutions powered by the company's intellectual property. Future business pursuits will leverage these key strengths."

Based in St. Petersburg, FL, Catalina Marketing Corporation (<http://www.catalinamarketing.com>) was founded 20 years ago based on the premise that targeting communications based on actual purchase behavior would generate more effective consumer response. Today, Catalina Marketing combines unparalleled insight into consumer behavior with dynamic consumer access. This combination of insight and access provides marketers with the ability to execute behavior-based marketing programs, ensuring that the right consumer receives the right message at exactly the right time. Catalina Marketing offers an array of behavior-based promotional messaging, loyalty programs and direct-to-patient information. Personally identifiable data that may be collected from the company's targeted marketing programs, as well as its research programs, are never sold or given to any outside party without the express permission of the consumer.

Note: Certain statements in the preceding paragraphs are forward-looking, and actual results may differ materially. Statements not based on historic facts involve risks and uncertainties, including, but not limited to, the changing market for promotional activities, especially as it relates to policies and programs of packaged goods and pharmaceutical manufacturers and retailers, government and regulatory statutes, rules, regulations and policies, the effect of economic and competitive conditions and seasonal variations, actual promotional activities and

programs with the company's customers, the pace of installation of the company's store network, the success of new services and businesses and the pace of their implementation, the company's ability to maintain favorable client relationships, the outcome and impact of an ongoing SEC investigation into certain of the company's prior fiscal years, and the outcome and impact of the pending shareholder class action and derivative lawsuits.

SOURCE Catalina Marketing Corporation

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