



## Dun and Bradstreet Background Information

### Who We Are:

D&B ( HYPERLINK "<http://investor.dnb.com/stockquote.cfm>" NYSE:DNB) is the world's leading source of **commercial information** and insight on **businesses**, enabling companies to Decide with Confidence® for 170 years. D&B's **global commercial database** contains more than 195 million **business records**. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality **business information**. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.

HYPERLINK "<http://www.dnb.com/about-dnb/14881789-1.html>" <http://www.dnb.com/about-dnb/14881789-1.html>

### **The Most Comprehensive Global Database of Its Kind**

D&B's products and services are drawn from **a global database of more than 130 million companies**. We have global data coverage on **business records** in over 190 countries. To help ensure the accuracy and completeness of our information, we use sophisticated data collection tools and update our database over 1.5 million times a day.

### **The Value of the D&B D-U-N-S® Number**

Our exclusive nine-digit HYPERLINK "[https://eupdate.dnb.com/requestoptions.asp?cm\\_re=HomepageB\\*TopNav\\*DUNSNumberTab](https://eupdate.dnb.com/requestoptions.asp?cm_re=HomepageB*TopNav*DUNSNumberTab)" **D&B D-U-N-S Number**, assigned to each **business location** in our global database, is widely used as **a tool for**

**identifying, organizing and consolidating information about businesses.**

Companies worldwide use it to link information about suppliers, customers and trading partners, providing them a more complete picture of risks and opportunities in their **business relationships.**

HYPERLINK "<http://www.dnb.com/about-dnb/company-profile/14881796-1.html>" <http://www.dnb.com/about-dnb/company-profile/14881796-1.html>

The DUNSRight™ Process:

The Power Behind Quality Information

DUNSRight™ is why our customers can be confident about their critical business decisions.

We define data quality by asking ourselves four questions:

Is the data accurate?

Is the data complete?

Is the data timely?

Is the data globally consistent?

To answer these questions, we take our data through a process we call DUNSRight™, in which we collect, aggregate, edit, and verify data from thousands of sources daily so that our customers can use the information to make profitable decisions for their businesses. Our ability to turn an enormous stream of data into **high quality business information** is what sets us apart from our competitors.

The foundation of DUNSRight™ is *Quality Assurance* which includes over 2,000 separate automated checks, plus many manual ones, to ensure the data meets our high quality standards. In addition, five quality drivers work sequentially to collect and enhance the data.

The process works like this:

*Global Data Collection* brings together data from a variety of sources worldwide. We integrate the data into our database through our patented *Entity Matching*, which produces a single, more accurate picture **of each business**.

We apply the *D-U-N-S® Number* as a unique means of identifying and tracking a business globally through every step in the life and **activity of the business**.

We use *Corporate Linkage* to enable our customers to view their total risk or opportunity across related **businesses**.

Finally, our *Predictive Indicators* use statistical analysis to rate a business' past performance and to indicate how likely the **business** is to perform that same way in the future.

The output of this extensive process? High quality **business information** embedded in our solutions that customers rely on - not just to be sure - but to be "D&B Sure.™"

INCLUDEPICTURE "http://www.dnb.com/asset/image/dnb\_images/14934072.png" \\* MERGEFORMATINET

HYPERLINK "<http://www.dnb.com/about-dnb/information-quality/14881801-1.html>" <http://www.dnb.com/about-dnb/information-quality/14881801-1.html>

## D&B Global Information File Inventory - As of January 2012

### Information

Total Number of Businesses

206,148,055

## Dun & Bradstreet

**Dun & Bradstreet** ( HYPERLINK "[http://en.wikipedia.org/wiki/New\\_York\\_Stock\\_Exchange](http://en.wikipedia.org/wiki/New_York_Stock_Exchange)" \o "New York Stock Exchange" NYSE: HYPERLINK "<http://www.nyse.com/about/listed/quickquote.html?ticker=dnb>" DNB) is a HYPERLINK "[http://en.wikipedia.org/wiki/Fortune\\_500](http://en.wikipedia.org/wiki/Fortune_500)" \o "Fortune 500" Fortune 500 HYPERLINK "[http://en.wikipedia.org/wiki/Public\\_company](http://en.wikipedia.org/wiki/Public_company)" \o "Public company" public company headquartered in HYPERLINK "[http://en.wikipedia.org/wiki/Short\\_Hills,\\_New\\_Jersey](http://en.wikipedia.org/wiki/Short_Hills,_New_Jersey)" \o "Short Hills, New Jersey" Short Hills, New Jersey, USA that licenses information on businesses and corporations for use in credit decisions, B2B marketing and supply chain management. Often referred to

## Protecting Civil Liberties through Judicial Process

as **D&B**, the company maintains information about more than 204 million companies worldwide. HYPERLINK "[http://en.wikipedia.org/wiki/Dun\\_%26\\_Bradstreet](http://en.wikipedia.org/wiki/Dun_%26_Bradstreet)" \ "cite\_note-faqs.org-0" [1]

1. HYPERLINK "[http://www.faq.s.org/sec-filings/100225/DUN-and-BRADSTREET-CORP-NW\\_10-K/](http://www.faq.s.org/sec-filings/100225/DUN-and-BRADSTREET-CORP-NW_10-K/)" "[Dun & Bradstreet Corp/NW - Form 10-K - February 25, 2010](#)". faqs.org. Retrieved 2011-08-26.

### History

Dun & Bradstreet traces its history back to July 20, 1841, with the formation of The Mercantile Agency in New York City by Lewis Tappan. The company was formed to create a network of correspondents who would provide reliable, objective credit information. In 1933, The Mercantile Agency merged with competitor R.G. Dun & Company to form today's Dun & Bradstreet. The HYPERLINK "[http://en.wikipedia.org/wiki/Data\\_Universal\\_Numbering\\_System](http://en.wikipedia.org/wiki/Data_Universal_Numbering_System)" \o "Data Universal Numbering System" [Data Universal Numbering System](#) (DUNS) was invented in 1962.

### Operations

Dun & Bradstreet maintains a database of over 200 million companies globally HYPERLINK "[http://en.wikipedia.org/wiki/Dun\\_%26\\_Bradstreet](http://en.wikipedia.org/wiki/Dun_%26_Bradstreet)" \ "cite\_note-faqs.org-0" [1] and over 53 million professional contact names using a variety of sources including public records, trade references, telco providers, newspapers and publications, telephone interviews and others. The company derives revenues through subscriptions as well as pay per business report, and to a smaller extent, third-party licensing agreements. Additional revenue is derived from subsidiaries including HYPERLINK "<http://en.wikipedia.org/wiki/Hoovers>" \o "Hoovers" [Hoovers](#) and HYPERLINK "<http://en.wikipedia.org/wiki/AllBusiness.com>" \o "AllBusiness.com" [AllBusiness.com](#).

1. HYPERLINK "[http://www.faq.s.org/sec-filings/100225/DUN-and-BRADSTREET-CORP-NW\\_10-K/](http://www.faq.s.org/sec-filings/100225/DUN-and-BRADSTREET-CORP-NW_10-K/)" "[Dun & Bradstreet Corp/NW - Form 10-K - February 25, 2010](#)". faqs.org. Retrieved 2011-08-26.

HYPERLINK "[http://en.wikipedia.org/wiki/Dun\\_%26\\_Bradstreet#cite\\_note-faqs.org-0](http://en.wikipedia.org/wiki/Dun_%26_Bradstreet#cite_note-faqs.org-0)" [http://en.wikipedia.org/wiki/Dun\\_%26\\_Bradstreet#cite\\_note-faqs.org-0](http://en.wikipedia.org/wiki/Dun_%26_Bradstreet#cite_note-faqs.org-0)

## Why Is This Important?

**Be “D&B Sure.™”**

**Clearfield Doctrine**

It is well settled that an officer must be elected, appointed or commissioned. Employees cannot be made officers “by virtue of their employment” unless they are employed by a governmental entity, but that proposition is merely color of law. In any case,

## Protecting Civil Liberties through Judicial Process

“Public office’ means any position in which the normal and usual duties are conducted on behalf of a **governmental entity**.” --Idaho Code 59-703(9).

The Clearfield Doctrine is explicit.

“ . . . the government descended to the level of a mere private **corporation** and takes on the character of a mere private citizen . . . For the purposes of suit, such corporations and individuals are regarded ***as an entity entirely separate from government***.” --*Bank of U.S. v. Planters Bank of Georgia*, 9 Wheat. 22 U.S. 904, *U.S. v. Erie Ry Co.*, 106 U.S. 327; *Clearfield Trust Co. v. U.S.* 318 U.S. 363 (1943).

“When governments enter the world of commerce, **they are subject to the same burdens as any private firm or corporation**.” --*U.S. v. Burr*. 309 U.S. 22; See 22 U.S.C.A. 286e. *Bank of U.S. v. Planters Bank of Georgia*, 22 U.S. 904 (9 Wheat. 904, 6 L.Ed. 244); C.R.S. 11-60-103.

“The government, by becoming a corporator, lays down its sovereignty . . . exercises no power or privilege which is not derived from the charter.”  
--*Bank of U.S. v. Planters Bank*, 22 U.S. 904 (9 Wheat. 904, 6 L.Ed. 244) (1824).

“Governments lose their immunity and descend to level of private corporations when involved in commercial activity enforcing negotiable instruments, as in fines, penalties, assessments, bails, taxes, the remedy lies in the hand of the state and its municipalities seeking remedy.”  
--*Rio Grande v. Darke*, 167 P. 241.

“The rule of governmental immunity as to all political subdivisions of government is hereby abrogated as it has heretofore been abrogated as to municipal corporations, i.e., cities. No longer is the defense of governmental immunity for tort liability available, irrespective of whether the involved political subdivision is functioning ‘governmentally’ or ‘proprietary’.”  
--*Myers v. Genessee County*, 375 Mich 1, 1965.

“The principal of sovereign immunity is not one which allows the sovereign to continue to inflict injury.... [sovereign immunity] does not give the sovereign the right to totally disregard the effect of its actions upon the public.”  
--*Shaw v. Salt Lake County*, 224 P2d 1037.

“Sovereign immunity does not apply where (as here) government is a lawbreaker or jurisdiction is the issue.”  
--*Arthur v. Fry*, 300 F.Supp. 622 (1960).