



Contact:
Laura Stevens
202.862.4372
lauras@rosengrouppr.com

CQ Press Paves Way for *First Street* Launch —*New Platform Provides Essential Policy Intelligence for Lobbyists, Lawyers, and Other Professionals*—

Washington, D.C. (December 1, 2010)—CQ Press, the leading publisher on American government, today announces the January 2011 launch of *First Street*, a groundbreaking online service consolidating congressional, government and lobbying data into the ultimate coalition-building database. Developed for lobbyists, law firms, associations and other groups working to affect policy, *First Street* draws on CQ Press's unparalleled subject expertise to deliver unprecedented, authoritative and objective data on the players shaping the day's most important issues.

"This type of policy intelligence-gathering tool is nonexistent in today's market," said John A. Jenkins, President and Publisher of CQ Press. "*First Street* is a one-stop shop unrivaled in breadth and scope of content—and is a must for policymakers, lawyers and other Beltway professionals looking for a competitive edge."

First Street's comprehensive database combines a wealth of information dating back to 1993 from sources such as lobbyist registrations, congressional and federal staff directories, election data and the Federal Election Commission. *First Street* is built upon CQ Press's proprietary staff directories—which, unrivaled in comprehensiveness, comprise more than 50 years' worth of biographical data. Users can research a contact's work history in Congress, federal agencies and as a registered lobbyist, as well as identify lobbyists active in various issue areas. With key lobbying information woven into the directory data, users can determine who's lobbying whom and why. Unique to *First Street* is the First Street Coalition Builder™, a mapping tool that visually displays connections between staffers, lobbyists and members of Congress—allowing users to explore relationships point-by-point to create exportable contact lists and customized network maps.

Earlier this fall, CQ Press convened a new executive team to oversee the *First Street* launch. Jasper Simons, previously Vice President and Publisher of CIG Media Group in Dallas, will lead the product development team as Director of Special Markets. Stephen Stesney, formerly with Kiplinger Washington Editors, has been appointed Online Business Development Manager. Rounding out the team are Mary Grace Palumbo, Manager of Online Product Development; John Shaw, Executive Director of Publishing Technologies; Ron Parisi, North American Sales Manager; and Ben Krasney, Senior Marketing Manager.

First Street subscription rates are tiered and based on number of users. Internal beta testing began in November, with an exclusive private beta set for December and public beta in January. *First Street* goes live on January 31, 2011.

"Information is currency in this town, and *First Street* provides policymakers with a million dollars' worth in one easy click," added Jenkins. "We are anticipating a robust response."

For more information on *First Street* visit firststreet.cqpress.com or e-mail firststreet@cqpress.com. Product updates and information will also be posted on the *First Street* [Twitter](#) and [Facebook](#) pages.

First Street is powered by CQ Press (www.cqpress.com), a leading publisher of print and online publications, including the award-winning *CQ Researcher* (<http://www.cqpress.com/researcher>). With a growing focus on digital content and delivery, CQ Press products specialize in U.S. government information, legal affairs and global politics. Based in Washington, D.C., CQ Press is a division of SAGE (www.sagepub.com), an international publisher of journals, books and electronic media for academic, educational and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers and students spanning a wide range of subject areas, including business, humanities, social sciences and science, technology and medicine. SAGE has offices in Los Angeles, London, New Delhi, Singapore and Washington D.C. www.cqpress.com

###