



HOTLINE DIRECT BUYERS-PRODUCT CATEGORY

May 2010

SEGMENTS

| | | |
|------------|----------------------|-------------|
| 27,566,941 | Universe / Base Rate | \$75.00 /M |
| 2,501,378 | Monthly Hotline | + 10.00 /M |
| 5,700,212 | 90 Day Hotline | + \$5.00 /M |
| | Fundraisers | \$60.00 /M |

DESCRIPTION

Hotline Direct Buyers by Product Category allows mailers to target a specified audience by type of product interest. Select categories such as Health and beauty, diet, apparel, magazine subscriptions, fitness products, electronics, books, music, outdoor sports, hunting and fishing, fitness, and more.

Hotline Direct is a multi-sourced database of hotline buyers, incorporating data from major resources available in the DM industry. Data elements include demographic, lifestyle, transactional, and other behavioral indicators. Only records found on 2 or more sources are retained. The file is totally rebuilt every quarter and then enhanced and verified monthly with an "activity" file, indicating that there has been some transactional activity by the individual in the current month.

| | |
|---|-------------|
| SELECTS | |
| 30 Day Hotline | \$ 10.00 /M |
| 90 Day Hotline | \$5.00 /M |
| Credit Card Buyers | \$10.00 /M |
| Demographic Select | \$10.00 /M |
| Gender/Sex | \$7.50/M |
| Homeowners | \$10.00 /M |
| African American Select | Inquire |
| Buyers by Channel (Mail Order, Catalog, Phone, TV, On-line, Retail) | \$10.00/M |
| Phone Numbers | \$20.00/M |
| State/SCF/Zip | \$7.50/M |
| PRODUCT: | |
| Magazine Subscribers | \$10.00/M |
| Apparel | \$10.00/M |
| Health & Beauty | \$10.00/M |
| Diet | \$10.00/M |
| Fitness | \$10.00/M |
| Electronic | \$10.00/M |
| Pet | \$10.00/M |
| Book | \$10.00/M |
| Music | \$10.00/M |

Contacts:

Terry Hudock
 Phone & Fax: 203.698.0708
 Fax: 203.698.0712
 Email: thudock@soundbeachmarketing.com

Debbie Tether
 Phone: 203.270.8995
 Fax: 203.270.0577
 Email: debtether@soundbeachmarketing.com

We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.

| | |
|----------------|-----|
| GENDER PROFILE | |
| Male: | 50% |
| Female: | 50% |

| | |
|---------------|--------|
| MINIMUM ORDER | |
| Quantity: | 10,000 |

REUSE
Please inquire

TELEMARKETING
Telemarketing is allowed – Please Inquire

KEY CODING
Please inquire

| | |
|------------|------------|
| ADDRESSING | |
| CARTRIDGE | \$30.00 /F |
| DISKETTE | \$30.00 /F |
| EMAIL/FTP | \$50.00 /F |
| MAG TAPE | \$30.00 /F |
| RUN CHARGE | \$7.50 /M |
| ZIP TAPE | \$35.00 /F |



2 Rocky Point Road • Old Greenwich, CT 06870
 Phone: 203.698.0708 Fax: 203.698.0712
thudock@soundbeachmarketing.com