

CHOICE VITAMINS

12,000 12/07 BUYERS \$110/M
195,000 2007 BUYERS \$110/M
225,000 2006 BUYERS \$110/M
172,000 2005 BUYERS \$100/M
PHONE NUMBERS \$250/M

SUMMARY: THESE VITAMIN AND NUTRITIONAL BUYERS PURCHASED PRODUCTS RANGING FROM MULTI VITAMINS TO CALCIUM SUPPLEMENTS TO NUTRITIONAL DRINKS AT WHOLESALE PRICES. THESE MEN AND WOMEN HAVE MADE ONLINE PURCHASES OF BRAND NAME PRODUCTS AT SOME OF THE LOWEST PRICES AVAILABLE. THEY ARE NOT ONLY HEALTH CONSCIOUS BUYERS BUT SMART SHOPPERS AS WELL! ALL BUYERS HAVE PAID BY BANK CREDIT CARD AND TELEPHONE NUMBERS ARE AVAILABLE FOR TELEMARETERS.

DEMOGRAPHICS: 50% FEMALE
50% MALE
AGE 35-50

AVG UNIT/SALE: \$69.00

SOURCE: INTERNET

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

CHOICEVITM

JANUARY 2008

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M
SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED
MINIMUM: 5,000

CLEAR-ALL SKIN MOISTERIZER

12,000 12/07 BUYERS \$100/M
155,000 2007 BUYERS \$100/M
162,000 2006 BUYERS \$100/M
182,000 2005 BUYERS \$95/M
TELEMARKETING CHARGE \$250/M

SUMMARY: THESE BEAUTY CONSCIOUS CONSUMERS ARE THRILLED WITH THE RESULTS THEY SEE FROM THE MOST EFFECTIVE, OVER THE COUNTER SKIN CREAM MEDICATION AVAILABLE. CONSUMERS OF ALL AGES PURCHASE THIS PRODUCT MONTHLY FROM INFOMERICALS SEEN ON SOAPNET, FIT TV, COURT TV, LIFETIME NETWORK AND TBS. THEY SPEND FROM \$59.95 FOR A ONE MONTH SUPPLY TO \$149.95 FOR A 3 MONTH SUPPLY AND MANY OF THESE ARE REPEAT CUSTOMERS.

THESE INDIVIDUALS NOW FEEL BETTER ABOUT THEIR LOOKS AND THEMSELVES AND ARE MORE INCLINED THAN EVER TO PURCHASE OTHER HEALTH AND BEAUTY ITEMS. THIS FILE IS A MUST FOR ALL HEALTH, BEAUTY, DIET AND FITNESS PRODUCTS. TELEPHONE NUMBERS ARE AVAILABLE AND MOST HAVE PAID BY CREDIT CARD.

DEMOGRAPHICS: 68% FEMALE
32% MALE
AGE 35-55

AVG UNIT/SALE: \$72.00

SOURCE: 100% TV

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

CLEARM

JANUARY 2008

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M
SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000

CLEAR & SMOOTH24

CLEARSMAM

JANUARY 2008

16,000 12/07 BUYERS \$100/M
158,000 2007 BUYERS \$100/M
162,000 2006 BUYERS \$95/M

MATERIAL:
E-MAIL \$50.00/F

SUMMARY: INDIVIDUALS HAVE RESPONDED TO RADIO AND TV SPOTS TO PURCHASE AN ANTI-AGING PRODUCT, CLEAR & SMOOTH24 AT AN AVERAGE COST OF \$39.95. A MAJORITY OF THIS PREDOMINANTLY FEMALE FILE HAS PAID BY CREDIT CARD. THESE RESPONSIVE AND HEALTH CONSCIOUS WOMEN ARE AN EXCELLENT AUDIENCE FOR ALL HEALTH & BEAUTY AID OFFERS AS WELL AS GENERAL MERCHANDISE, TRAVEL, INSURANCE AND MORE.

SELECTIONS:
STATE/SCF \$7.00/M
ZIP \$7.00/M
SEX \$7.00/M
SPLIT \$7.00/M

DEMOGRAPHICS: MOSTLY FEMALE

AVG UNIT/SALE: \$39.95

SOURCE: 85% RADIO
15% TV

RECIPROCAL SELECT
PRICING APPLIES

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

SAMPLE REQUIRED
MINIMUM: 5,000

CONSUMER PRO HEALTH

14,000 9/07 BUYERS \$110/M
142,000 2007 BUYERS \$95/M

SUMMARY: TV VIEWERS HAVE PURCHASED PRODUCTS SUCH AS POWER GYM, VARIOUS EXERCISE EQUIPMENT, JUICERS AND HEALTH PRODUCTS VIA 60 SECOND AND 30 MINUTE TV SPOTS. MOST OF THESE ADS WERE SEEN ON CABLE TELEVISION NETWORKS. BUYERS HAVE SPENT BETWEEN \$49.99 AND \$499 AND 100% OF THE FILE HAS PAID BY CREDIT CARD.

DEMOGRAPHICS: 63% FEMALE
37% MALE
AVG AGE 52

AVG UNIT/SALE: \$49.99-\$499

SOURCE: 100% DRTV

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

CONSUMERM

OCTOBER 2007

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000

CORAL WELLNESS

6,000 12/07 BUYERS \$90/M
87,000 2007 BUYERS \$90/M
75,000 2006 BUYERS \$85/M

SUMMARY: THESE HEALTH CONSCIOUS CONSUMERS PAID \$5.95 FOR A FREE 10 DAY CORAL WELLNESS TRIAL SAMPLE. THIS PRODUCT HAS BEEN FOUND TO HELP CLEANSE THE BODY OF TOXINS THAT OFTEN CAUSE ILLNESS AND DISEASE. MANY OF THESE MEN AND WOMEN CONTINUED WITH THE CORAL WELLNESS PROGRAM BY PAYING \$89.95 FOR A 6 MONTH SUPPLY. ALL PURCHASES WERE MADE USING A CREDIT CARD.

DEMOGRAPHICS: 60% FEMALE
40% MALE
AVG AGE 40

AVG UNIT/SALE: \$5.95

SOURCE: 100% TELEMARKETING

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

CORALM

JANUARY 2008

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M
SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000

DE-AGE

20,000 4TH QTR 2007 BUYERS \$120/M
88,000 2007 BUYERS \$120/M
58,000 2006 BUYERS \$100/M
26,000 2005 BUYERS \$100/M

SUMMARY: SEARCHING FOR YOUTHFUL LOOKS WITHOUT SURGERY & SYRINGES BUYERS HAVE TAKEN ADVANTAGE OF DE-AGE'S INCREDIBLE FORMULA TO FIGHT WRINKLES.

THESE RESPONSIVE BUYERS ARE HIGHLY RECOMMENDED FOR ANY COSMETIC, ANTI-AGING OR HEALTH RELATED OFFER.

DEMOGRAPHICS: MOSTLY FEMALE

AVG UNIT/SALE: \$35-\$45

SOURCE: DIRECT MAIL

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

DEAGEM

JANUARY 2008

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M
SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED
MINIMUM: 5,000

DUMMY CARD

25,000 2007 BUYERS
67,000 2006 BUYERS

DR. KNOLL PRODUCTS, INC.

DRKNOLLM

UPDATE

JANUARY 2008

5,000 12/07 BUYERS \$130/M
52,000 2007 BUYERS \$130/M
45,000 2006 BUYERS \$130/M
23,000 2005 BUYERS \$130/M
12,000 2004 BUYERS \$130/M
10,000 2003 BUYERS \$130/M
18,000 2002 BUYERS \$130/M
8,000 2001 BUYERS \$130/M

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

SUMMARY: 100% NATURAL HEART HELPER HERBAL
MEDICINE. BUYERS OF HEART DROPS AND HERBAL TEAS,
A POTENT SAFE, ALL NATURAL REMEDY WITH NO SIDE
EFFECTS. IT IS COMPRISED OF A SPECIAL POTENT
BLEND OF HERBS AND SPICES THAT MAKE NATURAL
CLEANSING AGENTS GO TO WORK HELPING THE
BODY HEAL ITSELF.

DEMOGRAPHICS: 48% MALE
40% FEMALE
10% UNKNOWN

UNIT/SALE: \$59.95-\$169.95

RECIPROCAL SELECT
PRICING APPLIES

SOURCE: 100% DIRECT MAIL

SAMPLE REQUIRED

MINIMUM: 5,000

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER
MAIL DATE WILL BE BILLED AT FULL RENTAL RATES.
ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED
RUNNING CHARGES + \$50.00 FLAT FEE.

COMPLETE WEIGHT LOSS

5,000 2ND QTR 2007 BUYERS \$100/M
11,000 2007 BUYERS \$100/M
18,000 2006 BUYERS \$100/M
22,000 2005 BUYERS \$100/M
7,000 2004 BUYERS \$100/M
TELEMARKETING CHARGE \$250/M

SUMMARY: BUYERS OF COMPLETE WEIGHT LOSS HAVE SPENT \$39.95 FOR A ONE MONTH SUPPLY OF THIS NEW WEIGHT LOSS PROGRAM. THE PLAN PROMOTES A SENSIBLE DIET, LONG TERM GOALS AND A "BUDDY" SYSTEM WHERE PARTICIPANTS CAN SHARE AND DISCUSS THEIR EXPERIENCES ON THE DIET.

DEMOGRAPHICS: 95% FEMALE
5% MALE

AVG UNIT/SALE: \$39.95

SOURCE: 100% INTERNET

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

NULYFEM

JULY 2007

MATERIAL:
E-MAIL \$50.00/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M
SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000

CREDIT CURES

FORMERLY WRESTLING W/CREDIT

17,000	12/07	BUYERS	\$85/M
204,000	2007	BUYERS	\$85/M
204,000	2006	BUYERS	\$85/M
204,000	2005	BUYERS	\$85/M
204,000	2004	BUYERS	\$85/M
204,000	2003	BUYERS	\$85/M

SUMMARY: EACH MONTH, 17,000 INDIVIDUALS RESPOND TO A TELEMARKETING OFFER BY PURCHASING A CREDIT REPAIR PACKAGE THAT CONTAINS A "FIX YOUR CREDIT" BOOKLET AS WELL AS AN APPLICATION FOR A SECURED CREDIT CARD. THESE MEN AND WOMEN HAVE SPENT \$19.95 AND HAVE PAID BY EITHER MONEY ORDER OR CHECK DEBIT.

THESE CREDIT CONSCIOUS CONSUMERS ARE A MUST TEST FOR ALL CREDIT OFFERS AS WELL AS MAGAZINES, TRAVEL, GENERAL MERCHANDISE, LOW END CATALOGS AND MORE!!

DEMOGRAPHICS: 65% MALE
35% FEMALE
AGE 35
INCOME UNDER \$30,000

AVG UNIT/SALE: \$19.95

SOURCE: 100% TELEMARKETING

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

WRESTCREDM

JANUARY 2008

MATERIAL:
E-MAIL \$50.00/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M
SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED
MINIMUM: 5,000