

CREDIT SCORES

| | | |
|------------|-----------------------------|------------|
| 29,146,337 | 12 MONTH CREDIT SCORES | \$90.00/M |
| 2,417,586 | AVERAGE MONTHLY HOTLINE ADD | \$15.00/M |
| 5,570,039 | EMAIL ADDRESSES | \$150.00/M |

GENDER: 50/50
CAN SELECT

THESE CONSUMERS, WHO ARE MOSTLY HOMEOWNERS WITH MULTIPLE VEHICLES AND SEVERAL BANK AND RETAIL CREDIT CARDS ARE NOW AVAILABLE WITH THEIR INDIVIDUAL INFERRED CREDIT SCORE.

ADDRESSING:
SEE SELECTIONS

THE AVERAGE AGE IS 40 WITH AN AVERAGE INCOME RANGE OF \$35,000 TO \$150,000. THESE PEOPLE FREQUENTLY PURCHASE HOME DECOR, HOME VIDEO/AUDIO EQUIPMENT, APPAREL, VACATION PACKAGES, LAWN CARE SUPPLIES AND EQUIPMENT, COLLECTIBLES, PET SUPPLIES, FURNITURE AND MANY OTHER ITEMS.

KEYING:\$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

CHOOSE THE EXACT SCORE OR FROM THE FOLLOWING CREDIT SCORE RANGES:

UPDATES MONTHLY

750+ EXTREMELY LOW RISK
700-749 MODERATELY LOW RISK
650-699 LOW RISK
600-649 MODERATELY HIGH RISK
550-559 HIGH RISK
UNDER 550 EXTREMELY HIGH RISK

WHEN RENTING THIS FILE AN INFERRED CREDIT SCORE IS PROVIDED WITH EACH RECORD.

SOURCE: 100% INFERRED FROM THREE MAJOR CREDIT SCORING AGENCIES.

| | |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| AGE/GENDER/INCOME | \$15.00/M |
| SPECIFIC CREDIT SCORE | \$30.00/M |
| CREDIT CARD TYPE | \$15.00/M |
| HOUSEHOLD DEMOGRAPHICS | \$15.00/M |
| OWN HOME/RENT | \$10.00/M |
| MORTGAGE DATA | \$20.00/M |
| HOMEOWNER | \$15.00/M |
| PHONES | \$30.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER: scott@midwestdm.com