

ENTERED TO WIN

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| 423,078 | 12 MONTH SWEEPSTAKES ENTRIES | \$75.00/M | |
| 274,116 | 6 MONTH HOTLINE | ADD \$2.50/M | |
| 178,831 | 3 MONTH HOTLINE | ADD \$5.00/M | GENDER |
| 85,622 | 1 MONTH HOTLINE | ADD \$10.00/M | SELECTABLE |
| 60,304 | EMAIL ADDRESSES | INQUIRE | |

THESE SPONTANEOUS OPPORTUNITY SEEKERS HAVE ENTERED ADDRESSING:
A VARIETY OF SWEEPSTAKES TO WIN CASH, CARS AND SEE SELECTIONS
VACATIONS.

THESE ARE RESPONSIVE INDIVIDUALS WHO ARE LOOKING TO WIN THAT BIG JACKPOT! THESE CONSUMERS HAVE RESPONDED TO SWEEPSTAKES OFFERS VIA THE TELEPHONE, DIRECT MAIL AND IN THE CASINOS.

KEYING: 3.50/M
MINIMUM ORDER:
5,000

THESE IMPULSIVE CONSUMERS ALSO SPEND MONEY ON A VARIETY OF PRODUCTS INCLUDING MAGAZINE SUBSCRIPTIONS, JEWELRY, ENTERTAINMENT AND CREDIT CARD OFFERS.

SAMPLE REQUIRED
UPDATED MONTHLY

THESE CONFIRMED RESPONDERS ARE INTERESTED IN OFFERS OF TRAVEL PACKAGES, INVESTMENT OPPORTUNITIES, MUSIC CLUBS, GENERAL MERCHANDISE, INTERNET SERVICES, AND MUCH MORE.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT MAIL, SELF-REPORTED DATA, TELEMARKETING

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| SELECTIONS: STATE, SCF, ZIP CODE | \$6.00/M |
| AGE, INCOME, GENDER | \$10.00/M |
| DEMOGRAPHIC | \$15.00/M |
| SWEEPSTAKES | \$15.00/M |
| LOTTERY | \$15.00/M |
| CASINO | \$15.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

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