

LANGUAGE PREFERENCE ETHNIC ORIGIN & RELIGIOUS AFFILIATION

200,368,744
 PROSPECT BASE \$55.00/M
 LANGUAGE SPOKEN ADD \$10.00/M GENDER: CAN SELECT
 COUNTRY OF ORIGIN ADD \$10.00/M
 RELIGIOUS AFILIATION ADD \$10.00/M
 ETHNIC CODE ADD \$10.00/M
 EMAIL ADDRESSES - INQUIRE ADDRESSING:
 SEE SELECTIONS

UNIQUE MONTHLY DATABASE OFFERING ETHNIC ORIGIN,
 RELIGIOUS AFFILIATION, ETHNIC ID CODE AND LANGUAGE
 PREFERENCE OF INDIVIDUALS LIVING AND WORKING IN THE USA. THIS DIVERSIFIED PROSPECT BASE OFFERS PINPOINT
 ETHNIC ACCURACY COMBINED WITH INDIVIDUAL AND HOUSEHOLD DEMOGRAPHICS TO DEVELOP A TARGETED
 PROSPECT LIST FOR YOUR SPECIAL OFFER. KEYING: 5.00/M
 MINIMUM ORDER:
 5,000 OR \$350.00

SAMPLE REQUIRED

LANGUAGE SPOKEN:
 ARABIAN=519,881 ENGLISH 199,231,211
 MISC. ASIAN=4,209 ARMENIAN=39,787
 INDIA=2,298 MISC. EAST EUROPEAN=1,601 UPDATED MONTHLY
 GERMAN=337,731 FRENCH=462,211
 ITALIAN=457,121 HISPANIC/SPANISH=12,357,002
 PAKISTANI=113,417 JAPANESE=357,113
 SWEDISH=33,198 POLISH=171,112
 KOREAN=463,127 SAMOAN=592
 TAGALOG/FILIPINO=25,112 VIETNAMESE=765,011
 CZECHOSLOVAKIAN=20,986 CHINESE=821,337
 DUTCH=33,971 NORWEGIAN=39,121
 HUNGARIAN=123,123 GREEK=100,117
 RUSSIAN=192,911 MIDDLE EASTERN=708,213
 BULGARIAN=7,789 BANGLADESH=37
 CAMBODIAN=44,012 BURMESE=12,597
 ETHIOPIAN=43,110 ESTONIAN=2,997
 ICELANDIC=4,901 FINNISH=79,231
 HEBREW=215 INDONESIAN=2,012
 LATVIAN=15,898 LAOTIAN=32,113
 MALAYSIAN=351 LITHUANIAN=33,758
 SRI LANKA=1,479 PORTUGUESE=245,211
 TURKISH=35,991 THAI=43,921
 DANISH=26,420 YUGOSLAVIAN=192
 AFRICAN=83,563

ETHNIC CODE:
 ARABIAN=1,010,342 ARMENIAN=279,241
 MISC. ASIAN=9,973 MISC. EAST EUROPEAN=200,232
 INDIAN=1,012,012 ENGLISH (BRITISH)=77,342,113
 FRENCH=3,712,012 GERMAN=17,921,342
 IRISH=17,112,082 ITALIAN=6,901,523
 JAPANESE=897,392 PAKISTANI=179,762
 POLISH=2,805,783 NATIVE AMERICAN=372,562
 SWEDISH=19,232,102 MULTI ETHNIC=587,231
 SAMOAN=1,911 KOREAN=815,243
 VIETNAMESE=989,012 TAGALOG (FILIPINO)=1,569,112
 CHINESE=2,040,132 CZECHOSLOVAKIAN=803,978
 NORWEGIAN=1,247,012 DUTCH=2,931,011
 GREEK=679,232 HUNGARIAN=1,647,233
 MIDDLE EASTERN=273,211 RUSSIAN=995,689

(CONTINUED ON NEXT PAGE)

LANGUAGE PREFERENCE ETHNIC ORIGIN & RELIGIOUS AFF (CONT'D)

ETHNIC CODE: (CONT'D)

| | |
|-------------------------------|---------------------|
| UKRANIAN=193,798 | WELSH=4,467,213 |
| BANGLADESH=2,013 | BULGARIAN=27,011 |
| BURMESE=19,791 | CAMBODIAN=116,113 |
| ESTONIAN=60,132 | ETHIOPIAN=72,110 |
| FINNISH=329,379 | ICELANDIC=8,792 |
| INDONESIAN=11,789 | HEBREW=3,910,262 |
| LAOTIAN=93,781 | LATVIAN=52,736 |
| LITHUANIAN=147,289 | MALAYSIAN=2,011 |
| PORTUGUESE=939,210 | HAWAIIAN=58,001 |
| ALASKAN=4,598 | SRI LANKA=5,726 |
| SWISS=94,782 | THAI=80,002 |
| TURKISH=83,792 | YUGOSLAVIAN=201,998 |
| DANISH=629,721 | AFRICAN=326,213 |
| AFRICAN AMERICAN=15,307,291 | |
| HISPANIC (SPANISH)=19,375,269 | |

RELIGIOUS AFFILIATION:

| | |
|------------------------|-------------------------|
| BUDDHIST=3,407,232 | CATHOLIC=59,210,312 |
| GREEK ORTHODOX=639,142 | HINDU=879,326 |
| ISLAMIC=1,768,023 | JEWISH=4,911,417 |
| SIKH=160,173 | LUTHERAN=168,210 |
| MORMON=29,001 | PROTESTANT=139,561,317 |
| SHINTO=885,723 | EAST ORTHODOX=1,567,771 |

COUNTRY OF ORIGIN:

| | |
|-----------------------|----------------------------|
| MEXICO=14,612,317 | CUBA=1,097,276 |
| PUERTO RICO=2,987,523 | BRAZIL=85,878 |
| COLUMBIA=85,219 | HONDURAS=22,921 |
| GUATEMALA=19,726 | EL SALVADOR=159,210 |
| COSTA RICA=4,507 | PANAMA=1,928 |
| ECUADOR=24,771 | VENEZUELA=1,928 |
| ARGENTINA=1,998 | PERU=9,797 |
| SPAIN=31,726 | DOMINICAN REPUBLIC=177,213 |

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: SURVEYS AND PUBLIC RECORD

| | |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| EDUCATION LEVEL | \$10.00/M |
| AGE, INCOME, NET WORTH | \$10.00/M |
| CHILDREN PRESENT | \$10.00/M |
| POLITICAL PARTY | \$10.00/M |
| CREDIT/INVESTMENTS | \$10.00/M |
| HOBBIES/LIFESTYLES/SPORTS | \$10.00/M |
| MAIL ORDER PRODUCTS/TYPE | \$10.00/M |
| MUSIC, READING | \$10.00/M |
| OCCUPATION/TYPE | \$10.00/M |
| TRAVEL TYPE/DONOR TYPE | \$10.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com