

[C.I.D. issued 4-23-04]

IN RE THE MATTER OF:)	
WALTER KARL, INC. and)	CIVIL INVESTIGATIVE DEMAND
WALTER KARL INTERACTIVE,)	
)	AND
Respondents.)	
)	NOTICE OF INTENT TO PROCEED

DIRECTED TO: WALTER KARL, INC. and WALTER KARL INTERACTIVE

The State of Iowa ex rel. Thomas J. Miller, Attorney General of Iowa, through Assistant Attorney General Steve St. Clair, pursuant to the provisions of Iowa Code § 714.16 (2003), commonly known as the Iowa Consumer Fraud Act, directs you to the following Civil Investigative Demand and Notice of Intent to Proceed (hereinafter "CID") pursuant to the authority of the Act.

In connection with this office's investigation, evidence has been obtained sufficient to make it appear that the business practices engaged in by you may have been in violation of the Iowa Consumer Fraud Act. Since it appears to the Office of the Attorney General of Iowa that it would be in the public interest to further investigate such practices, this CID is being served upon you pursuant to Iowa Code § 714.16(3)-(6).

The Attorney General has reason to believe that Respondents may be obtaining and selling lists of previous fraud victims to third parties who may be taking unlawful advantage of those victims' susceptibility to being defrauded. It appears to the Attorney General that some of the lists offered for sale by Respondents may be lists of consumers – including Iowa consumers – whose vulnerability to unfair or deceptive schemes has been established by their responses to previous solicitations of a misleading nature; who may already have suffered losses

on account of those previous solicitations; who were never informed that their earlier responses would subject them to additional, potentially predatory marketing contacts; and who are disproportionately elderly. It further appears to the Attorney General that Respondents' lists may supply susceptible, "pre-screened" targets to fraudulent direct mail and telemarketing operations, including but not limited to operations that falsely promise large prize winnings upon prepayment of one or more "fees."

To comply with this CID, you must file a written response, under oath, with the office of the undersigned no later than twenty-eight (28) days after the date of service of this CID. The sworn response must contain all of the information requested.

Any attorney who will represent any of the Respondents in this matter should be promptly advised of the service of this CID. Because it appears that consumers may be suffering ongoing harm as a result of Respondents' business practices, an extension of time will be granted only upon a legitimate showing of need for the extension, assurances that a good faith attempt will be made to answer the CID, and specifics as to the paragraphs of the CID to which Respondents need additional time to respond. Requests for extensions of time should be directed to Assistant Attorney General Steve St. Clair at (515) 281-3731.

Instructions

This CID seeks information from each of the Respondents and each Respondent is required to provide a separate response to each CID paragraph unless otherwise indicated. If, however, the information to be provided by one Respondent would be duplicative of the information provided by the other Respondent, the former Respondent may simply adopt the information provided by the latter as its own response. It is not the intent of this CID to require

production of duplicative information.

Any written or physical information provided in response to this CID must be clearly labeled and specifically identified by reference to the CID paragraph to which it is responsive.

Unless the context otherwise requires:

- The term "**person**" shall include individuals (natural persons), as well as firms, associations, partnerships, corporations and other business entities.
- The term "**document**" shall include any and all items within the definition of documents in Iowa R. Civ. P. 1.512(1), as well as any and all other means, devices, or media for storing information (without any limitation, the term includes e-mails and other electronically stored information, which may be provided in the form of print-outs).
- A request to "**identify**," or for the "**identity**" of, a person is deemed to include, at a minimum, a request for the name of such person, the person's present business (and residential, where applicable) address, or the last known business (and residential, if applicable) address if the current address is unknown, and the last known business (and, where applicable, residential) telephone number. Specific CID paragraphs may request additional information as well.
- Whenever a CID paragraph asks Respondent(s) to "**identify**," or for the "**identity**" of, a document, the response is to include, but not be limited to, the nature and contents of the document, the "**identity**" of the addressee (see above), the "**identity**" of the author and signer, and sufficient information to identify it for purposes of a subpoena tecum.
- References to "**lists of names**" or "**lists**" shall include other data that may accompany the names, such as addresses, phone numbers, age, or other identifying or commercially useful data.
- The "**supplying**" of all or part of a list of names by Respondents refers to the sale, rental, leasing, lending, or any other full or partial transfer of the list, temporarily or permanently, for use by another (this applies to other forms of the word "**supply**" as well).
- "**List user**" refers to the person that obtains such transfer.
- If the use of the words "**and**," "**or**" or "**and/or**" create any doubt about the inclusiveness of a specific CID paragraph, adopt the meaning resulting in the

provision of more, rather than less, information. Without limiting the foregoing, a request for information from or about “you” or “your” or “Respondent(s)” is to be interpreted to apply to both Respondents, as well as to each Respondent.

- If the use of the word “any” creates any doubt about the inclusiveness of a specific CID paragraph, adopt the meaning resulting in the provision of more, rather than less, information, by construing, for example, “any” as synonymous with “every.”

Unless otherwise indicated in connection with a particular CID paragraph, the period of time for which information is sought is January 1, 2001 to the present.

Background Information

1. Provide the date and state of each Respondent’s incorporation, the address of Respondent’s home office or principal place of business, all other business addresses, and a description of what aspect of Respondent’s business can be found at each such address.
2. State the address for all web sites owned, operated, or in any way related to each Respondent, including websites that feature advertisements related to a Respondent or links to a Respondent’s website(s).
3. “Identify” each business and/or company owned or controlled, in whole or in part, by each Respondent.
4. State the names, addresses, states and dates of incorporation of any parent, subsidiary, or affiliate of each Respondent.
5. Describe in detail the nature of the relationship between the two Respondents, and between each Respondent and each company responsive to CID paragraph 4 above, including any practices related to the compilation, acquisition, sharing, transferring, rental or sale of any consumer data. Also include any overlapping officers, directors, or owners.

6. **"Identify"** and provide the titles of all officers, directors, and principal stockholders and/or owners of each Respondent, and for each person with an ownership interest exceeding a ten percent (10%) share indicate the percentage share of such person's interest.

7. Describe the nature of each Respondent's business, including all products and services offered. Include in your response whether you manage lists on behalf of others, compile lists from data you collect from publicly and/or privately available resources, compile lists through contacts with those named on such lists, and/or sell or rent lists that you receive from others to third parties.

8. **"Identify"** all of Respondents' employees who had any responsibilities relating to the acquisition, creation, advertising, handling, marketing, supplying or monitoring of lists of names, who were both employed by the Respondent in such capacity as of January 1, 2001 and are no longer so employed.

9. Describe all information which you require from a prospective purchaser prior to selling, renting, or otherwise supplying a list to that purchaser. Specifically include whether you receive samples of all intended mailings or telemarketing scripts in advance and whether you approve the intended mailings or telemarketing scripts.

10. State whether each Respondent has ever been a party in a civil (including administrative) or criminal legal proceeding within the past ten (10) years, and for each such proceeding provide the date, the forum and forum location, the docket number, the nature of the proceeding, and the disposition.

11. Provide, for each law enforcement entity that has contacted either or both Respondents at any time within the last ten (10) years regarding any aspect of Respondents'

business, the name of the law enforcement representative and the representative of Respondent(s) involved in the contact, as well as the date of the contact, and provide a copy of any and all correspondence and/or other documents embodying, summarizing, discussing, and/or otherwise relating to the contact.

Information about List Practices

12. In connection with each list for which a copy of a datacard is attached (see Attachments A through U), provide the following:

- a) the name, address, and telephone number of the list owner and the contact person associated with such owner;
- b) the source of the information contained in the list, including a detailed description of how the list was created (that is, how the information on the list was collected) and copies of all documents involved in creation of the list, including without limitation copies of whatever direct mail or e-mail solicitations, telemarketing scripts, sweepstakes entry forms, online surveys, applications for credit cards, or other methods were employed in connection with making contacts with the consumers whose names are on the list;
- c) copies of all correspondence, e-mails, notes, memos, and other documents reflecting communications between representatives of the list owner and Respondents;
- d) the date(s) that the information in each list was provided to you by the list owner, or if the information was not provided to you, the date that you were informed by the list owner of the availability of the list for sale;
- e) the selects available for the list, specifically including each way that information may be selected;
- f) a description of any restrictions on use of the list;
- g) a copy of the list management or brokerage agreement;
- h) representative copies of each advertisement that refers to the list; and
- i) A description of each separate transaction in which Respondents supplied all or

part of the list to a list user.

13. For each separate transaction set forth in response to paragraph 12(i), provide:

- a) the "identity" of the list user;
- b) the date of the transaction;
- c) the terms of use, including restrictions upon use; and
- d) a sublist of the names (and other data) on the list in question that reflect Iowa residency;
- e) all documents embodying or reflecting the agreement and/or terms governing use of and payment for use of the list;
- f) all documents showing or indicating how the (prospective) user planned to use the list, including without limitation sample promotional materials, copies of direct mail or e-mail solicitations, and telemarketing scripts.
- g) all correspondence, e-mails, notes, memos, and other documents reflecting communications between representatives of the user and Respondents relating to the transaction; and
- h) all e-mails, notes, internal memos, and other documents reflecting communications between or among employees or other representatives of Respondents regarding the transaction.

14. The "Profile" section of the datacards copies of which are attached (see A through U) contain various descriptions of the data contained in the list. Explain the basis for your use of the following terms in the datacards in question, and "identify" the person responsible for authoring, drafting or otherwise making each quoted characterization:

<u>Datacard</u>	<u>Term</u>
a) Continental Reporting Services Sweepstakes Buyers (Attachment A)	"cash hungry individuals"
b) Granite Sweepstakes Report Buyers (Attachment B)	"avid sweepstakes players"

- | | |
|---|---|
| c) SCPS- Sweeps Report Buyers
(Attachment C) | “hard core sweeps fanatics” |
| d) Mega Prize Report Buyers
(Attachment D) | “eager and responsive
opportunity seekers who
aspire to hit it BIG in
sweepstakes” |
| e) Super Prize Multi’s
(Attachment E) | “very hot prospects for any
promotional mailing” |

15. **“Identify”** and describe each list of names relating in any way to sweepstakes or other forms of prize winning that you compile, collect, or otherwise create yourself (as opposed to obtaining the ready-to-sell list from a third party) and then market to others, and for each such list describe in detail how that list was created. Include copies of any mailings or telemarketing scripts used to contact consumers whose names may then appear on such lists, depending on their responses.

16. Describe all policies, practices and procedures, or safeguards that you have in effect, if any, to ensure that a person supplied a list is not acquiring it for the purpose of engaging in fraudulent or otherwise unlawful activities. Include in you answer any and all steps you have taken to comply with The Direct Marketing Association’s Guidelines for List Practices

“Screening of Offers / List Usage Article #3” which states:

All individuals should establish and agree upon the exact nature of a list’s usage prior to the transfer or permission to use the list. Samples of all intended mailings should be reviewed by all involved in the rental process, and only approved materials should be used in the mailing, and on an agreed-upon date. Lists should not be transferred or used for an offer that is believed to be in violation of any of The DMA Guidelines for Ethical Business Practices.

17. **“Identify”** each individual responsible for ensuring compliance with the policies, practices, and procedures referred to in CID paragraph 16, above.

18. List all instances in which each Respondent has refused to sell or rent any lists to a prospective user because of concerns of possible fraudulent or other unlawful use, and **“identify”** each such prospective user.

19. Separately **“identify”** all persons to whom Respondents have supplied lists that include, purport to include, or are derived from information related to any individual’s increased propensity to respond to sweepstakes-related offers, under circumstances that suggest that the lists so supplied are for use in connection with telemarketing:

- a) from a business address in Canada; and, separately,
- b) relating to the marketing of credit cards.

20. Of persons to which Respondents have supplied lists that include, purport to include, or are derived from information related to any individual’s increased propensity to respond to sweepstakes-related offers, **“identify”** the five persons to which Respondents have supplied the largest volume of names since January 1, 2002, and state the total volume of names supplied to each during that period.

21. Provide a copy of the datacard for each list Publishers Clearing House has obtained from Respondents since January 1, 2002.

Business Relationships

22. Describe the nature of your relationship, if any, past and present, with Richard James Panas, and the following business entities with which he is associated: RP Associates, Inc., a South Carolina corporation; L.I. Printing, Inc., a South Carolina corporation; or Leisure

International, Inc., a South Carolina corporation. Include in your answer whether you have been supplied lists by one or more of these individuals or entities, either for your own use or for use by another, and whether you supplied lists to any of these individuals or entities, either for their use or for use by another. For each such instance in which a list was supplied, indicate who supplied the list to whom and provide the date, the name of the list, a copy of all datacards characterizing the list, a copy of documents embodying or reflecting the terms of the transaction (e.g., a purchase or rental agreement and/or invoice), and the purpose for which the list was supplied.

23. Describe the nature of your relationship, if any, past or present, with each of the following individuals and entities. Include in your answer whether you have managed or brokered any lists on behalf of any of these individuals or entities (or whether they have managed or brokered lists for you) and if so, specify such lists.

- Andrew Thomas, and the following business entities with which he is associated: Skypoint Asset Pty Ltd, formerly known as "POPC"; or Northland Consulting Ltd.
- Grant Smith, and the related business Granite Wholesalers.
- Rolf Wagner a.k.a. Rolf A.E. Wagner, and the related business RPRI (Response Processing Reports, Inc).
- Any other business entity associated in any way with the individuals Andrew Thomas, Grant Smith, and/or Rolf Wagner.

Training Materials

24. Provide representative copies of any training manuals, policy or procedural guides, or other documents relating to the advertising, promotion, management, handling, and/or supplying of lists, that you currently provide, or have provided at any time after January 1, 2002, to your employees and/or other representatives.

25. Provide all documents, including but not limited to any training materials, memoranda, and e-mails, relating to how you train, instruct, or direct employees or agents to present, explain, and disclose the following information to persons who may wish to be supplied lists by Respondents:

- a) The type of data contained in each list;
- b) the permissible, appropriate and beneficial uses for the data contained in each list;
- c) the sources of any data contained in each list, as well as any methods by which such data is compiled, collected, or otherwise obtained or derived by you or by any third party, including but not limited to from any databases, or by consumer responses to any telemarketing, direct mail, online surveys, sweepstakes, or from applications for loans, credit cards or other products or services;
- d) the selects available for each list, including but not limited to the criteria by which the information contained in each list may be selected (e.g., credit card holder, etc.)
- e) All procedures you use to process an order for a list or sample entries from a list, including any representations made to any third party (e.g., any users or list owners) via any media relating to the processing of an order for a list or sample entries from a list.

Privilege and Related Matters

26. **“Identify”** all documents responsive to any request made in this CID that are being withheld due to a claim of privilege. In addition to **“identifying”** each such document, please provide for each document the date it was originated (as shown on the document, where applicable), the privilege asserted, and enough information to establish the basis for the claim of privilege. If the document has been disseminated or otherwise provided to anyone other than whatever addressee is **“identified,”** **“identify”** those other persons.

27. State whether any responsive documents that have not been or are not anticipated to be produced in response to this CID have been discarded, destroyed, altered, or removed from the control of Respondents, or either of them. If so, “**identify**” such documents and state the date and reason why the documents are no longer available. If any document was so discarded, destroyed, altered or removed in whole or in part to avoid providing it to the office of the Iowa Attorney General, so state and provide an explanation.

28. Separately “**identify**” the person primarily responsible for responding to this CID; the person signing the responses to this CID; and each person who contributed information or otherwise assisted in responding to this CID, indicating the specific contribution of each person.

OATH: WALTER KARL, INC.

I, _____, certify under penalty of perjury that the answers submitted by me to the preceding Civil Investigative Demand and Notice of Intent To Proceed are true and complete to the best of my knowledge.

Dated this _____ day of _____, 2004.

Subscribed and sworn to before me this _____ day of _____,
2004.

Notary Public

OATH: WALTER KARL INTERACTIVE

I, _____, certify under penalty of perjury that the answers submitted by me to the preceding Civil Investigative Demand and Notice of Intent To Proceed are true and complete to the best of my knowledge.

Dated this _____ day of _____, 2004.

Subscribed and sworn to before me this _____ day of _____,
2004.

Notary Public

NOTICE OF INTENT TO PROCEED

Service of this Civil Investigative Demand and Notice of Intent to Proceed on you will constitute your only notice, pursuant to Section 714.16(6), that your failure to comply with this CID may result in a suit being filed against you for violations of the provisions of the Iowa Consumer Fraud Act.

Dated this 23rd day of April, 2004.

THOMAS J. MILLER
Attorney General of Iowa

By: _____



Steve St. Clair
Assistant Attorney General
Consumer Protection Division
1305 E. Walnut
Hoover Building, 2nd Floor
Des Moines, IA 50319
Telephone: (515)281-3731
Facsimile: (515)281-6771
E-mail: sstclai@ag.state.ia.us



Friday, February 20 2004

HOME : BACK

CREATED:

UPDATED: OCTOBER 2003

CONTINENTAL REPORTING SERVICES SWEEPSTAKES BUYERS

115,866 TOTAL BUYERS
10,000 MONTHLY HOTLINE

\$85/M
\$85/M

PROFILE:

Now, for the first time reach these 100% direct mail sold sweepstakes enthusiasts. These cash hungry individuals have paid \$20.00 to receive a sweepstakes and contest report that lists over \$1,000,000 in cash and prizes. This report has been compiled by Continental Reporting Services, a leading reporting firm on sweepstakes.

GENDER:

Male 30%
Female 70%

MAINT:

4 UP
Cheshire Labels N/C
Magtape 9T/1600
Flat set-up charge: \$40.00
P/S Labels: \$8.00/M
Diskette: \$50.00
E-Mail/Modem \$50.00

RECOMMENDED

USAGE:

This file is ideal for all types of promotions such as sweepstakes, contests, puzzles, general merchandise, fundraising and publishing.

UNIT: \$20.00

SELECTS:

100% Zip Sequence
State, SCF \$6.00/M
Zip \$8.00/M
Gender \$6.00/M
Keying \$2.00/M
Run Charges \$8.00/M

SOURCE:

100% Direct Mail

*Updated: Monthly
Last Update: 10/03 Home Address:
100%
Counts Thru: 9/03
Next Update: 10/03

LIST INFORMATION

Contact: Mireille St. Armand
Phone1: 845-732-7056
Phone2:
Fax: 845-620-1056
Email: mireille.starmand@walterkarl.infousa.com

MINIMUM ORDER: 5,000 2 SMP
REQUIRED. 20% COMMISSION TO
RECOGNIZED BROKERS. ORDERS
CANCELED AFTER MAIL DATE
REQUIRE PAYMENT IN FULL.

NOTE:

NOTE: ALL CANCELLED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.

Attachment A



Friday, February 20 2004

HOME : BACK
CREATED:

UPDATED: January 2004

GRANITE SWEEPSTAKES REPORT BUYERS

118,996 TOTAL BUYERS \$85/M
10,000 MONTHLY HOTLINE \$85/M

PROFILE:

Reach these avid sweepstakes players. These 100% direct mail sold buyers have spent \$20.00 to receive a sweepstakes report that lists over \$1,000,000 in cash and prizes. The report has been compiled by Granite Wholesalers who is a reporting firm on sweepstakes.

GENDER:

Male 30%
Female 70%

MAINT:

E-Mail: \$50.00

RECOMMENDED USAGE:

This list is perfect for all types of offers such as sweepstakes, puzzles, lotteries, astrology, insurance, jewelry, general merchandise, publishing and fundraising.

SELECTS:

100% Zip Sequence
State, SCF \$6.00/M
Zip \$8.00/M
Gender \$6.00/M
Keying \$2.00/M
Run Charges \$8.00/M

UNIT: \$20.00

LIST INFORMATION

Contact: Kelly Ennis
Phone1: 845-732-7078
Phone2:
Fax: 636-519-9589
Email: kelly.ennis@walterkarl.infousa.com

SOURCE:

Direct Mail Sold, Sweeps Generated

*Updated: Monthly Last Update: 1/04
Home Address: 100%
Counts Thru: 12/03 Next Update: 2/04

MINIMUM ORDER: 5,000 2 SMP
REQUIRED.
20% COMMISSION TO RECOGNIZED
BROKERS.
ORDERS CANCELED AFTER MAIL DATE
REQUIRE PAYMENT IN FULL.

NOTE:

NOTE: ALL CANCELED ORDERS WILL BE BILLED AT A FLAT FEE OF \$60 IN ADDITION TO, IF APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.



Friday, February 20 2004

HOME : BACK
CREATED:

UPDATED: January 2004

SCPS - SWEEPS REPORT BUYERS

111,482 - TOTAL BUYERS \$85/M
 10,000 - MONTHLY HOTLINE \$85/M

PROFILE:

These individuals are paying \$14.95 to receive information on a potential prize payout report with opportunities to win a total of \$537,500. These are hard core sweeps fanatics who want to be kept up to date on all prizes and sweepstakes that are available to enter.

GENDER:

Male 25%
 Female 75%

MAINT:

Magtape 9T/1600 \$30.00
 E-Mail \$50.00

RECOMMENDED

USAGE:

This file is ideal for all types of promotional offers such as sweepstakes, contests, puzzles, general merchandise and fundraising offers.

UNIT: \$14.95

SELECTS:

100% Zip Sequence
 State, SCF \$6.00/M
 Zip \$8.00/M
 Gender \$6.00/M
 Keying \$2.00/M
 Run Charges \$8.00/M

SOURCE:

100% Direct Mail

LIST INFORMATION

Contact: Mireille St. Armand
 Phone1: 845-732-7056
 Phone2:
 Fax: 845-620-1056
 Email: mireille.starmand@walterkarl.infousa.com

*Updated Monthly
 Last Update: 1/04
 Home Address: 100%
 Counts Thru: 12/03 Next Update: 2/04

MINIMUM ORDER: 5,000 2 SMP
 REQUIRED.
 20% COMMISSION TO
 RECOGNIZED BROKERS.
 ORDERS CANCELED AFTER MAIL
 DATE REQUIRE PAYMENT IN FULL

NOTE:

NOTE: ALL CANCELED ORDERS
 WILL BE BILLED AT A FLAT FEE
 OF \$60 IN ADDITION TO, IF
 APPLICABLE, RUN CHARGES OF
 \$10/M AND SELECTION, TAPE AND
 SHIPPING CHARGES



Friday, February 20 2004

HOME : BACK
CREATED:

UPDATED: February 2004

Mega Prize Report Buyers

5,000 - Monthly Hotline Buyers	\$85/M
10,000 - 15,000 - Projected Monthly Hotline	\$85/M

PROFILE:

Reach eager and responsive opportunity seekers who aspire to hit it BIG in sweepstakes. Our customers receive a newsletter, which lists up to date sweepstakes and prize payout information

GENDER:

Male	35%
Female	65%

MAINT:

E-Mail \$50.00

RECOMMENDED USAGE:

This file should prove responsive for sweepstakes, contests, opportunity seekers, astrology, travel, credit card, fundraising, health and insurance offers.

UNIT: \$19.95

SELECTS:

100% Zip Sequence	
State, SCF	\$ 6.00/M
Zip	\$ 8.00/M
Keying	\$ 3.00/M
Run Charges	\$ 8.00/M

LIST INFORMATION

Contact: Mireille St. Armand
 Phone1: 845-732-7056
 Phone2:
 Fax: 845-620-1056
 Email: mireille.starmand@walterkarl.infousa.com

SOURCE:

100% Direct Mail Sold/Home Address

*Updated: Monthly Last Update: 1/04
Next Update: 2/04 Counts Thru: 12/03

NOTE:

MINIMUM ORDER: 5,000 2 SMP
REQUIRED.
20% COMMISSION TO
RECOGNIZED BROKERS

ORDERS CANCELED AFTER MAIL
DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE/E-
MAIL AND SHIPPING CHARGES.



Friday, February 20 2004

HOME : BACK

CREATED:

UPDATED: January 2004

Super Prize Multi's

35,687 - Total File
5,000 - Monthly Hotline

\$90/M
\$90/M

PROFILE:

These individuals love sweepstakes, contests and the chance to win money. They have all made at least two or more direct mail purchases of puzzle contests, merchandise incentives or sweepstakes reports on how to enter larger prize draws. These individuals should be very hot prospects for any promotional mailing.

GENDER:

Male 50%
Female 50%

MAINT:

Magtape 9T/1600 \$30.00
E-Mail/Modem \$50.00

SELECTS:

100% Zip Sequence
State, SCF \$6.00/M
Zip \$8.00/M
Gender \$6.00/M
Keying \$2.00/M
Run Charges \$8.00/M

RECOMMENDED

USAGE:

Sweepstakes, puzzles, opportunity seekers, good luck offer, general merchandise, insurance, secured credit cards.

UNIT: \$30.00

LIST INFORMATION

Contact: Mireille St. Armand
Phone1: 845-732-7056
Phone2:
Fax: 845-620-1056
Email: mireille.starmand@walterkarl.infousa.com

SOURCE:

100% Direct Mail

*Updated: Monthly Last Update: 1/04

Next Update: 2/04 Counts Thru: 12/03
Home Address: 100%

NOTE:

MINIMUM ORDER: 5,000 2 SMP
REQUIRED.
20% COMMISSION TO
RECOGNIZED BROKERS.
ORDERS CANCELED AFTER MAIL
DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.



Friday, February 20 2004

HOME : BACK
CREATED:

UPDATED: October 2003

Bureau of Cash Awards

183,148 - Total List	\$85/M
15,000 - Monthly Hotline	\$85/M
Telephone Numbers	\$250/M

PROFILE:

Reach these 100% direct mail buyers from this new Sweepstakes promotion offer. All buyers have paid a \$14.92 fee and returned their completed Guaranteed Winners Certification to receive their Valuable Cash Awards for full redemption value of over \$4,000.00.

GENDER:

Female 70%

MAINT:

4 UP	
Cheshire Labels	N/C
P/S Labels	\$ 8.00/M
Diskette	\$50.00
E-Mail/Modem	\$50.00

RECOMMENDED

USAGE:

This file will work for: sweepstakes, contests, puzzles, lotteries, astrology, 900# offers, general merchandise, low ticket jewelry, credit cards and insurance, publications.

UNIT: \$14.92

SELECTS:

100% Zip Sequence	
State, SCF	\$ 6.00/M
Zip	\$ 8.00/M
Keying	\$ 2.00/M
Gender	\$ 6.00/M
Credit Card	\$10.00/M
Run Charges	\$ 8.00/M

SOURCE:

100% Direct Mail

LIST INFORMATION

Contact: Mireille St. Armand
 Phone1: 845-732-7056
 Phone2:
 Fax: 845-620-1056
 Email: mireille.starmand@walterkarl.infousa.com

*Updated: Monthly Last Update: 10/03
Home Address: 100%
Counts Thru: 9/03 Next Update: 11/03

NOTE:

MINIMUM ORDER: 5,000 2 SMP
REQUIRED.
20% COMMISSION TO
RECOGNIZED BROKERS.
ORDERS CANCELED AFTER MAIL
DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.

Attachment F



Friday, February 20 2004

[HOME : BACK](#)

CREATED:

UPDATED: October 2003

Cash Awards Sweepstakes

124,823 - Total File	\$85/M
10,000 - Monthly Hotline	\$85/M
Telephone Numbers	\$250/M

PROFILE:

Reach highly responsive 100% direct mail sold sweepstakes players who have paid an acquisition fee of \$13.92 for the opportunity to win a cash award of \$1,000. Also reserved in each player's name is an additional commodity saving certificate with redemption value of over \$1,00 in discounts on purchases from national retail stores, travel discounts, jewelry, cruises and more.

These cash awards sweepstakes contestants have paid with cash or checks to receive their awards. They are typical females, over the age of 40, with household income of approximately \$25,000.

GENDER:

Male	30%
Female	70%

MAINT:

4 UP Cheshire Labels	N/C
P/S Labels	\$ 8.00/M
Diskette	\$50.00
E-Mail/Modem	\$50.00

SELECTS:

100% Zip Sequence	
State, SCF	\$6.00/M
Zip	\$8.00/M
Keying	\$2.00/M
Run Charges	\$8.00/M

RECOMMENDED

USAGE:

This file should prove extremely responsive for offers of: astrological products, opportunity seekers, general merchandise, sweeps, contestants, lotteries, puzzles, travel, insurance, fundraising, publishing, CDs and book club, jewelry and cosmetics and all promotional telemarketing offers. . .

UNIT: \$13.92

LIST INFORMATION

Contact: Mireille St. Armand
 Phone1: 845-732-7056
 Phone2:
 Fax: 845-620-1056
 Email: mireille.starmand@walterkarl.infousa.com

SOURCE:

100% Direct Mail

*Updated: Monthly Last Update: 10/03
 Home Address: 100%
 Counts Thru: 9/03 Next Update: 11/03

NOTE:

MINIMUM ORDER: 5,000 2 SMP
 REQUIRED.
 20% COMMISSION TO
 RECOGNIZED BROKERS.
 ORDERS CANCELED AFTER MAIL

Attachment G

DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.

© 2003 Walter Karl, Inc. All rights reserved.

[Privacy Policy](#)

5



Friday, February 20 2004

[HOME : BACK](#)

CREATED:

UPDATED: October 2003

Cash Prize Headquarters

145,474 - Total Buyers	\$ 85/M
12,000 - 15,000 - Monthly Hotline Telephone Numbers	\$ 85/M
	\$250/M

PROFILE:

Reach opportunity-oriented consumers who responded to a merchandise incentive offer. All have paid \$9.97 for either a cash award, a micro home entertainment system, designer-style diamond watch set, 35 mm camera, or a genuine emerald ring.

GENDER:

Male	50%
Female	50%

MAINT:

4 UP Cheshire Labels	N/C
Diskette	\$50.00
P/S Labels	\$ 8.00/M
E-Mail	\$50.00

RECOMMENDED

USAGE:

This file should prove responsive for offers of sweepstakes, contests, low ticket general merchandise, insurance, and publishing.

UNIT: \$ 9.97

SELECTS:

100% Zip Sequence	
State, SCF	\$6.00/M
Zip	\$ 8.00/M
Gender	\$ 6.00/M
Keying	\$ 3.00/M
Run Charges	\$ 8.00/M

SOURCE:

100% Direct Mail

*Updated: Monthly Counts Thru: 9/03
Last Update: 10/03 Next Update: 11/03
Home Addresses: 100%

LIST INFORMATION

Contact: Mireille St. Armand
Phone1: 845-732-7056
Phone2:

Fax: 845-620-1056

Email: mireille.starmand@walterkarl.infousa.com

NOTE:

MINIMUM ORDER: 5,000 2 SMP
REQUIRED
20% COMMISSION TO
RECOGNIZED BROKERS.
ORDERS CANCELLED AFTER MAIL
DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELLED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.



Friday, February 20 2004

HOME : BACK
CREATED:

UPDATED: January 2004

All American Sweepstakes

688,739- Total Entrants	\$ 85/M
50,000 - Monthly Hotline	+\$ 10/M
Telephone Numbers	\$250/M

PROFILE:

Reach a responsive group of our new sweepstakes responders every month with All American Monthly Sweepstakes. These direct mail consumers have entered a sweepstakes to win various prizes and cash. This is a perfect audience for all promotional offers. All entrants have credit cards and many have provided their telephone numbers.

GENDER:

Female 75 %

MAINT:

E-Mail/Modem \$50.00/F
FTP \$50.00/F

SELECTS:

100% Zip Sequence
State/SCF \$ 6.00/M
Zip \$ 8.00/M
Gender \$ 6.00/M
Keying \$ 2.00/M
Run Charges \$ 8.00/M

RECOMMENDED

USAGE:

This file should prove responsive for offers of sweepstakes, puzzles, contests, credit cards, lotteries, astrology, low ticket general merchandise, insurance, health and beauty offers, book, record and video clubs, good luck offers, travel, leisure and more.

LIST INFORMATION

Contact: Mireille St. Armand
Phone1: 845-732-7056
Phone2:
Fax: 845-620-1056
Email: mireille.starmand@walterkarl.infousa.com

SOURCE:

Direct Mail

All records are zip + 4 and 100% codeable.

*Updated: Monthly Last Update: 1/04
Home Address: 100%
Counts Thru: 12/03 Next Update: 2/04

NOTE:

MINIMUM ORDER: 5,000 2 SMP
REQUIRED.
20% COMMISSION TO
RECOGNIZED BROKERS.
ORDERS CANCELED AFTER MAIL
DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF

Attachment I

APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.

© 2002 Walter Karl, Inc. All rights reserved. [Privacy Policy](#)

12



Wednesday, April 21 2004

HOME : BACK
CREATED:

UPDATED: JUNE 2003

PCH.COM - On Line Magazine Buyers

350,000 - 12 Month Magazine Buyers/Subscribers	\$85/M
30,000 - Monthly Hotline Buyers	+\$10/M
Demographic & Lifestyle Enhancements	+\$11/M
Opt In E-Mail Address Available	
Fundraiser/Insurance Rate	\$70/M

PROFILE:

Reach highly responsive consumers who have gone on line to subscribe to one or more of their favorite magazines from Publishers Clearing House. These avid readers have spent an average of \$25 per order in response to a direct mail or on line offer for discounts on over 100 popular magazine titles from home décor to fashion, outdoor living and sports. They have also entered the Publishers Clearing House \$10,000,000 sweepstakes. Demographic and Lifestyle Enhancements available

DEMOGRAPHIC SELECTS: ·Age
 ·Income ·Homeowner ·Ethnic ·Donor
 ·Presence of Children

LIFESTYLE SELECTS: ·Traveler ·Pet Owner ·Health & Fitness ·Collectibles
 ·Crafts ·Computer Owner ·Investor
 ·Gardening ·Outdoor Enthusiasts

GENDER:

Male 30%
 Female 70%

MAINT:

Mag Tape \$40/F
 P/S Labels \$8/M
 E-Mail \$75/F

SELECTS:

State, SCF \$6/M
 Zip \$8/M
 Gender \$6/M
 Demographics \$11/M
 Lifestyles \$11/M
 New to File \$11/M
 Credit Card \$11/M
 Multi Buyer \$11/M
 Keying \$2/M
 Running Charges \$8/M

RECOMMENDED

USAGE:

Publishing, general merchandise, contests and sweeps, children's products, home and family offers, age related products & services, outdoor, fundraising, insurance, religious offers, book/music/video clubs, health & beauty, fitness, financial/credit card, travel, computer products & services and more.

UNIT: \$25 Average Purchase

Updated: Monthly, Counts Thru 5/03, Last Update 6/03, Next Update: 7/03

SOURCE:

Internet

LIST INFORMATION

Contact:Maureen Northey
 Phone1: 845-732-7035
 Phone2:
 Fax: 845-620-0359
 Email: Maureen.Northey@walterkarl.infousa.com

*
 MINIMUM ORDER: 5,000 2 SMP
 REQUIRED. 20% COMMISSION TO
 RECOGNIZED BROKERS. ORDERS

Attachment J

CANCELED AFTER MAIL DATE
REQUIRE PAYMENT IN FULL

NOTE:

ALL CANCELED ORDERS WILL BE
BILLED AT A FLAT FEE OF \$50 IN
ADDITION TO, IF APPLICABLE,
RUN CHARGES OF \$10/M AND
SELECTION, TAPE AND SHIPPING
CHARGES.

© 2003 Walter Karl, Inc. All rights reserved.

[Privacy Policy](#)



Friday, February 20 2004

[HOME : BACK](#)

CREATED:

UPDATED: October 2003

Contest Express Buyers

127,021 - Total Buyers	\$ 85/M
10,000 - Monthly Hotline	\$ 85/M
Telephone Number	\$250/M

PROFILE:

Reach highly responsive promotional buyers from a sweepstake offer with a \$100,000 grand prize. Each buyer has paid \$15 processing fee to enter the sweepstakes and receive a discount voucher package worth \$2,000.00.

GENDER:

Male	50%
Female	50%

MAINT:

4UP Cheshire Labels	N/C
Diskette	\$50.00
P/S Labels	\$ 8.00/M
E-Mail	\$50.00

RECOMMENDED

USAGE:

This file should prove responsive for offers of sweepstakes, contests, low ticket general merchandise, insurance, lotteries and publishing.

UNIT: \$15.00

SELECTS:

100% Zip Sequence	
State, SCF	\$ 6.00/M
Zip	\$ 8.00/M
Gender	\$ 6.00/M
Keying	\$ 3.00/M
Run Charges	\$ 8.00/M

SOURCE:

100% Direct Mail

*Updated: Monthly Last Update: 9/03
Next Update: 10/03 Counts Thru: 8/03
Home Addresses: 100%

LIST INFORMATION

Contact: Mireille St. Armand
Phone1: 845-732-7056
Phone2:
Fax: 845-620-1056
Email: mireille.starmand@walterkarl.infousa.com

NOTE:

MINIMUM ORDER: 5,000 2 SMP
REQUIRED.
20% COMMISSION TO
RECOGNIZED BROKERS.
ORDERS CANCELLED AFTER MAIL
DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELLED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.





Friday, February 20 2004

[HOME : BACK](#)

CREATED:

UPDATED: December 2003

Millionaire Sweepstakes

1,099,617 - Total File	\$ 85/M
55,000 - Monthly Hotline Buyers	\$ 85/M
Telephone Numbers	\$250/M

PROFILE:

These sweeps lovers all filled out the "Millionaire Sweepstakes" entry form to be eligible to win \$1,625,000. All players are guaranteed a \$1,000 bonus package that consists of discounts for travel, car rentals, film and entertainment. All have paid \$7.99 for rush delivery of their bonus package. The millionaire sweepstakes club offers a unique opportunity to reach highly promotional and super responsive individuals

GENDER:

Male	35%
Female	65%

MAINT:

Magtape 9T/1600	\$30.00
Cartridge	\$40.00
E-Mail/Modem	\$50.00
Diskette	\$50.00

SELECTS:

100% Zip Sequence	
State, SCF	\$ 6.00/M
Zip	\$ 8.00/M
Credit Card	\$10.00/M
Gender	\$ 6.00/M
Keying	\$ 2.00/M
Run Charges	\$ 8.00/M

RECOMMENDED

USAGE:

This list is perfect for offers of promotions such as sweepstakes, contest, puzzles, general merchandise, publishing, fundraising and telemarketing offers

UNIT: \$7.99

SOURCE:

100% Direct Mail

*Updated: Monthly Home Address: 100%

Counts Thru: 11/03 Last Update: 12/03
Next Update: 1/04

NOTE:

MINIMUM ORDER: 5,000 2 SMP
REQUIRED.
20% COMMISSION TO
RECOGNIZED BROKERS.
ORDERS CANCELED AFTER MAIL
DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND

LIST INFORMATION

Contact: Mireille St. Armand
Phone1: 845-732-7056
Phone2:
Fax: 845-620-1056
Email: mireille.starmand@walterkarl.infousa.com

Attachment L



Friday, February 20 2004

[HOME : BACK](#)

CREATED:

UPDATED: October 2003

I.N.C. Notification Buyers

183,723 - Total File	\$ 90/M
15,000 - Monthly Hotline	\$ 90/M
Telephone Numbers	\$250/M

PROFILE:

Reach a growing universe of 100% direct mail sold opportunity seekers. These responsive men and women who love to shop by mail, have paid \$20 to participate in a sponsored cash drawing with the hope of winning up to \$5 million dollars in cash. These paid players must return their winning docket, which contains their lucky number.

GENDER:

Male	30%
Female	70%

MAINT:

4 UP Cheshire Labels	N/C
P/S Labels	\$ 8.00/M
Diskette	\$50.00
E-Mail/Modem	\$50.00

RECOMMENDED

USAGE:

Ideal for offers such as sweepstakes, contests, puzzles, lotteries, astrology, general merchandise, low-ticket jewelry, publishing, insurance and telemarketing.

UNIT: \$20.00

SELECTS:

100% Zip Sequence	
State, SCF	\$ 6.00/M
Zip	\$ 8.00/M
Keying	\$ 2.00/M
Run Charges	\$ 8.00/M

LIST INFORMATION

Contact: Mireille St. Armand
 Phone1: 845-732-7056
 Phone2:
 Fax: 845-620-1056
 Email: mireille.starmand@walterkarl.infousa.com

SOURCE:

Direct Mail

*Updated: Monthly Last Update: 10/03
 Home Address: 100%
 Counts Thru: 9/03 Next Update: 11/03

NOTE:

MINIMUM ORDER: 5,000 2 SMP
 REQUIRED.
 20% COMMISSION TO
 RECOGNIZED BROKERS.
 ORDERS CANCELED AFTER MAIL
 DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
 WILL BE BILLED AT A FLAT FEE
 OF \$60 IN ADDITION TO, IF
 APPLICABLE, RUN CHARGES OF
 \$10/M AND SELECTION, TAPE AND
 SHIPPING CHARGES.

Attachment M



Friday, February 20 2004

HOME : BACK
CREATED:

UPDATED: January 2004

Prize Money Sweepstakes Buyers

82,761 - Total List
7,000 - Monthly Hotline

\$85/M
\$ 85/M

PROFILE:

Reach these avid sweepstakes players. Each buyer has paid \$20.00 to receive their RPRI Sweepstakes Report that lists over \$1,000,000 in cash and prizes. This report has been compiled by RPRI a leading reporting firm on sweepstakes.

GENDER:

Female 70%

MAINT:

E-Mail/Modem \$50.00

RECOMMENDED

USAGE:

Ideal for all types of promotions including sweepstakes, contests, puzzles, lotteries, opportunity seekers, general merchandise, insurance and fundraising.

UNIT: \$20.00

SELECTS:

100% Zip Sequence
State, SCF \$6.00/M
Zip \$8.00/M
Gender \$6.00/M
Keying \$2.00/M
Run Charges \$8.00/M

LIST INFORMATION

Contact: Mireille St. Armand
Phone 1: 845-732-7056
Phone 2:

Fax: 845-620-1056

Email: mireille.starmand@walterkarl.infousa.com

SOURCE:

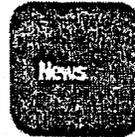
100% Direct Mail

*Updated: Monthly Last Update: 1/04
Next Update: 2/04 Counts Thru: 12/03.
Home Address 100%

NOTE:

MINIMUM ORDER: 5,000 2 SMP
REQUIRED.
20% COMMISSION TO
RECOGNIZED BROKERS.
ORDERS CANCELED AFTER MAIL
DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.



Friday, February 20 2004

HOME : BACK
CREATED:

UPDATED: January 2004

Skypoint Sweepstakes Report Buyers (Previously P.O.P.C. Sweepstakes Report Buyers)

100,437 - Total Buyers \$ 85/M
 8,000 - Monthly HOtline \$ 85/M

PROFILE:

Reach these sweepstakes enthusiasts. These individuals have spent \$20.00 to purchase a sweepstakes report that lists over 1,000,000 in cash and prizes. The report has been compiled by P.O.P.C. which is a sweepstakes. reporting firm.

GENDER:

Male 30%
 Female 70%

MAINT:

E-Mail \$50.00

RECOMMENDED

USAGE:

This list is perfect for all types of offers such as sweepstakes, puzzles, lotteries, astrology, insurance, jewelry, general merchandise, publishing and fundraising.

UNIT: \$20.00

SELECTS:

100% Zip Sequence
 State, SCF \$ 6.00/M
 Zip \$ 8.00/M
 Gender \$ 6.00/M
 Keying \$ 2.00/M
 Run Charges \$ 8.00/M

LIST INFORMATION

Contact: Mireille St. Armand
 Phone1: 845-732-7056
 Phone2:
 Fax: 845-620-1056
 Email: mireille.starmand@walterkarl.infousa.com

SOURCE:

100% Direct Mail Sold

*Updated: Monthly Counts Thru: 12/03
 Last Update: 1/04 Next Update: 2/04
 Home Address: 100%

NOTE:

MINIMUM ORDER: 5,000 SMP
 REQUIRED 20% COMMISSION TO
 RECOGNIZED BROKERS. ORDERS
 CANCELED AFTER MAIL DATE
 REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
 WILL BE BILLED AT A FLAT FEE
 OF \$60 IN ADDITION TO, IF
 APPLICABLE, RUN CHARGES OF
 \$10/M AND SELECTION, TAPE AND
 SHIPPING CHARGES.





Tuesday, April 20 2004

[HOME : BACK](#)

CREATED:

UPDATED: February 2004

Get Me The Money

95,000 - Weekly Hotline	+ \$10/M
350,000 - Monthly Hotline	+ \$5/M
4,285,841 - 2003 Responders	\$85/M
Credit Offers	\$100/M
Telemarketing	\$250/M

PROFILE:

These credit seeking individuals have responded to one or more offers made available by Credit America. Credit America helps consumers with their credit needs. Ranked as the #1 personal finance company in the world, Credit America provides many products to credit challenged individuals including secured and unsecured credit cards, home and auto loans, low cost insurance, credit card matching services, legal consultation for credit repair and more. All customers are generated via direct response television ads and through outbound telemarketing. These responders are looking to Credit America for ways to regain a good credit standing.

DEMOGRAPHICS:

• Average Age 40 • Average HHI \$35,000

GENDER:

Male 55%
Female 45%

MAINT:

4 UP Cheshire N/C
Labels
Magtape 9T/1600 \$30.00
Diskette \$50.00
P/S Labels \$ 8.00/M
E-Mail/Modem \$75.00
Cartridge Not Available

SELECTS:

100% Zip Sequence
State, SCF \$ 6.00/M
Zip \$ 8.00/M
Gender \$ 6.00/M
Source \$10.00/M
Keying \$ 3.00/M
Run Charges \$ 8.00/M

RECOMMENDED

USAGE:

Credit cards and services, insurance, general merchandise, sweepstakes, publishing, income opportunity, contests and lotteries, low end general merchandise, fundraising and telemarketing.

UNIT: \$60.00

SOURCE:

TV Generated/Telemarketing

*Update: Weekly Home Address: 100%

NOTE:

MINIMUM ORDER: 5,000 2 SMP
REQUIRED.
20% COMMISSION TO

LIST INFORMATION

Contact: Mireille St. Armand

Phone1: 845-732-7056

Phone2:

Fax: 845-620-1056

Email: mireille.starmand@walterkarl.infousa.com

Attachment P

RECOGNIZED BROKERS.
ORDERS CANCELED AFTER MAIL
DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.

© 2003 Walter Karl, Inc. All rights reserved.

[Privacy Policy](#)



Tuesday, April 20 2004

[HOME](#) : [BACK](#)

CREATED:

UPDATED: March 2004

Take A Chance Ticket Buyers

626,180 - Total Buyers	\$85/M
60,000 - Monthly Hotline	\$90/M
Fundraiser Rate	\$60/M
Telephone Numbers	\$250/M

PROFILE:

The Take a Chance Ticket Buyers file offers a group of impulsive buyers who have paid for a series of chance offers and information.

These chance buyers would love to hear about offers with a chance to win something of value. These primarily mature buyers respond well to magazine, sweepstakes and many other promotional offers.

GENDER:

Male	50%
Female	50%

MAINT:

Magtape	Not Available
P/S Labels	\$ 8.00/M
E-Mail/Modem	\$50.00
CD Rom	\$40.00
Diskette	\$50.00

SELECTS:

100% Zip Sequence	
State, SCF	\$6 .00/M
Keying	\$ 2.00/M
Run Charges	\$ 8.00/M

RECOMMENDED

USAGE:

Ideal for all telemarketing offers, apparel, fitness, sweepstakes, insurance, general merchandise, magazines, jewelry, travel, healthcare and fundraising.

UNIT: \$90 - \$180

LIST INFORMATION

Contact: Mireille St. Armand
 Phone1: 845-732-7056
 Phone2:
 Fax: 845-620-1056
 Email: mireille.starmand@walterkarl.infousa.com

SOURCE:

Telemarketing

*Updated: Monthly Last Update: 3/04
 Home Address: 100%
 Counts Thru: 2/04 Next Update: 4/04

NOTE:

MINIMUM ORDER: 5,000 SMP
 REQUIRED
 20% COMMISSION TO
 RECOGNIZED BROKERS.
 ORDERS CANCELED AFTER MAIL
 DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
 WILL BE BILLED AT A FLAT FEE
 OF \$60 IN ADDITION TO, IF
 APPLICABLE, RUN CHARGES OF
 \$10/M AND SELECTION, TAPE AND
 SHIPPING CHARGES.

© 2003 Walter Karl, Inc. All rights reserved. Privacy Policy



Tuesday, April 20 2004

HOME : [BACK](#)
 CREATED:

UPDATED: March 2004

Westport Enterprises

759,482 Total Buyers \$80/M
 50,000 Monthly Hotline + \$10/M
 Reciprocal pricing is available on request

PROFILE:

Reach super-responsive mail order buyers and sweepstakes from Westport Enterprises' low-end general merchandise offers. These highly impulsive consumers are sure to respond to all of your low-end offers. The current sweeps promotion is calling for a purchase in order to get low-end jewelry and a camera with the hopes of cashing in on the sweeps prizes.

*All new mailers must prepay or have payment guaranteed. *

GENDER:

Male N/A %
 Female N/A %

MAINT:

MAINT: 4 UP
 Chesire Labels N/C
 Magtape 9T/1600 \$50
 Diskette \$40
 E-Mail/Modem \$50

SELECTS:

100% Zip Sequence
 State/SCF \$6.00/M
 Zip \$8.00/M
 Keying \$2.00/M
 Run Charges \$8.00/M

RECOMMENDED

USAGE:

This file is a sure winner for offers of: multi-magazines, insurance, astrology, low-end general merchandise, sweepstakes, puzzles contests, lotteries, fundraising, jewelry and 900#'s.

UNIT: \$10.00 - \$25.00

LIST INFORMATION

Contact: Mireille St. Armand
 Phone1: 845-732-7056
 Phone2:
 Fax: 845-620-1056
 Email: mireille.starmand@walterkarl.infousa.com

SOURCE:

100% Direct Mail

*Updated: Monthly Last Update: 3/04

Home Address: 100%
 Counts Thru: 2/04 Next Update: 4/04

NOTE:

MINIMUM ORDER: 5,000 2 SMP
 REQUIRED. 20% COMMISSION TO
 RECOGNIZED BROKERS. ORDERS
 CANCELED AFTER MAIL DATE
 REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS
 WILL BE BILLED AT A FLAT FEE
 OF \$60 IN ADDITION TO, IF

Attachment R

APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.

© 2002 Walter Karl, Inc. All rights reserved.

[Privacy Policy](#)



Tuesday, April 20 2004

HOME : [BACK](#)
CREATED:

UPDATED: January 2004

Canyon Astrology Buyers

18,359 - Total Buyers \$ 85/M
8,000 - Quarterly Hotline \$ 85/M

PROFILE:

Reach 100% direct mail buyers who have sought the help of top psychics to change their Luck and Lives. These enthusiasts are highly motivated and eager for good fortune to finally come their way. Detailed readings provide new opportunities for wealth, good fortune, and self -improvement.

Mailer must be prepared to agree to a reciprocal rental if required by list owner. No partial reuses.

GENDER:

Female Mostly Female

MAINT:

Diskette *** \$50.00
E-Mail/Modem \$70.00

SELECTS:

100% Zip Sequence
State, SCF \$ 6.00/M
Zip \$ 8.00/M
Keying \$ 2.00/M
Run Charges \$ 8.00/M

RECOMMENDED

USAGE:

Astrology, lottery, opportunity seekers, sweepstakes, credit cards, low ticket general merchandise, insurance and jewelry.

UNIT: \$20.00

LIST INFORMATION

Contact: Mireille St. Armand
Phone1: 845-732-7056
Phone2:
Fax: 845-620-1056
Email: mireille.starmand@walterkarl.infousa.com

SOURCE:

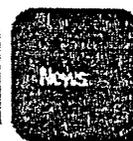
100% Direct Mail

*Updated: Qtrly. Last Update: 1/04 Next Update: 4/04
Counts Thru: 4th Qtr. 2003
Home Address: 100%

NOTE:

MINIMUM ORDER: 5,000 2 SMP REQUIRED.
20% COMMISSION TO RECOGNIZED BROKERS.
ORDERS CANCELED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

NOTE: ALL CANCELED ORDERS WILL BE BILLED AT A FLAT FEE OF \$60 IN ADDITION TO, IF APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.



Tuesday, April 20 2004

HOME : BACK
CREATED:

UPDATED: March 2004

Magazine Madness

770,140 - Total Buyers	\$ 90/M
65,000 - Monthly Hotline Buyers	\$ 95/M
Fundraiser Rate	\$ 60/M
Telephone Numbers	\$250/M

PROFILE:

Reach responsive individuals who have purchased a variety of magazine subscriptions via a telemarketing offer. These impulsive buyers who have spent between \$400 - \$1,000 over a three year period to subscribe, enjoy making purchases through the mail and over the phone. 100% of them have made their phone numbers available. Almost all of these consumers have credit cards.

DEMOGRAPHICS:

- Average Age 35 - 40
- Average Income \$45K

RECOMMENDED

USAGE:

: This list is perfect for a variety of mail and telemarketing offers such as: sweepstakes, contests, publishing, credit cards and credit card services, general merchandise, insurance, lottery, video/music clubs, fundraising, low-end jewelry and accessories.

UNIT: \$400.00 - \$1,000.00 Over Three Year Period

SOURCE:

100% Telemarketing

*Updated: Monthly Last Update: 3/04
 Home Address: 100%
 Counts Thru: 2/04 Next Update: 4/04

NOTE:

MINIMUM ORDER: 5,000 2 SMP
 REQUIRED.
 20% COMMISSION TO
 RECOGNIZED BROKERS.
 ORDERS CANCELED AFTER MAIL
 DATE REQUIRE PAYMENT IN FULL.

GENDER:

Male	%
Female	%

MAINT:

Magtape	Not Available
P/S Labels	\$8.00/M
Diskette	\$50.00
E-Mail/Modem	\$50.00
CD Rom	\$40.00

SELECTS:

100% Zip Sequence	
State	\$ 6.00/M
Keying	\$ 3.00/M
Run Charges	\$ 8.00/M

LIST INFORMATION

Contact: Mireille St. Armand
 Phone1: 845-732-7056
 Phone2:

Fax: 845-620-1056

Email: mireille.starmand@walterkarl.infousa.com

Attachment T

Walter Karl

Page 2 of:

NOTE: ALL CANCELED ORDERS
WILL BE BILLED AT A FLAT FEE
OF \$60 IN ADDITION TO, IF
APPLICABLE, RUN CHARGES OF
\$10/M AND SELECTION, TAPE AND
SHIPPING CHARGES.

© 2003 Walter Karl, Inc. All rights reserved.

[Privacy Policy](#)



Tuesday, April 20 2004

HOME : [BACK](#)

CREATED: APRIL 2004

UPDATED:

NATIONAL FUNDRAISING DONORS

512,846 November 2003 Hotline	\$80/M
5,251,969 . . . 12 Month Donors	\$70/M
Telephone Numbers	\$175/M

PROFILE:

Reach individuals that have responded to a telemarketing campaign and have made a donation to one of the following charities:

- Nations Missing Children Organization •
- American Deputy Sheriffs Assoc. • United
- Firefighters of America • American Veterans
- Network • American Blind Children's
- Association

All have fulfilled their pledge obligations and most have contributed to multiple causes

GENDER:

Male	50%
Female	50%

MAINT:

E-Mail \$75.00/Flat

SELECTS:

100% Zip Sequence	
State, SCF, Zip	\$8.00/M
Monthly H/L	\$11.00/M
3 Month H/L	\$6.00/M
Type of Cause	\$11.00/M
Multi Donors	\$6.00/M
Keying	\$4.00/M
Run Charges	\$8.00/M
Net Name	Inquire

RECOMMENDED

USAGE:

Consumer magazines, book clubs, insurance, gift catalogs, gourmet food, healthy living products, general merchandise, home and gardening offers, memberships, children's products, mid-ticket apparel, and offers geared to the senior market.

Updated: Monthly
 Last Update: 03/04
 Counts Thru: 02/04
 Next Update: 04/04
 Home Addresses: 100%

LIST INFORMATION

Contact: Kathy Elter
 Phone1: 845-732-7055
 Phone2:
 Fax: 845-620-1885
 Email: kathleen.elter@walterkarl.infousa.com

SOURCE:

100% Telemarketing

*UNIT OF SALE: \$20.00 to \$48.99

NOTE:

MINIMUM ORDER: 5,000 COMPLETE
 SAMPLE REQUIRED FOR APPROVAL.
 20% COMMISSION TO RECOGNIZED
 BROKERS. ORDERS CANCELED
 AFTER MAIL DATE REQUIRE
 PAYMENT IN FULL. NOTE: ALL
 CANCELED ORDERS WILL BE BILLED
 AT A FLAT FEE OF \$50 IN ADDITION
 TO, IF APPLICABLE, RUN CHARGES
 OF \$10/M AND SELECTION, TAPE AND
 SHIPPING CHARGES. NO EXCHANGES
 ALLOWED.