

7/13/07



Dear Participant,

“Media Consortium” is a voluntary cooperative database run by Mal Dunn Associates, which combines today’s leading Independent magazines, newsletters and brands mailing lists, and enhancing them with the best demographic and lifestyle data available. Participants receive valuable marketing tools for both house file and outside list marketing, as well as a better understanding of the marketplace.

Benefits of Participation

Database Marketing Applications

- Customer profiles and market analysis using premium enhancement data
- Expansive Modeling capabilities
- Enhanced file segmentation to increase advertising revenue

As a “Do-Not-Rent” participant, your file will not be included in list rental orders.

Procedures

All you have to do to get started is say yes, we will simply include the names into the initial build. Once built, you will receive both a profile of your list and a profile of the entire database.

NOTE: No Statistics on individual lists will be disclosed to any party except the party that owns that list. Statistics can be shared between mutually consenting participants.

Participation is blind: the outside world does not know you participate.

Meanwhile, as you review the profiles, you may decide to use one of the many marketing advantages of “Media Consortium”. To do this, you simply call Mal Dunn Associates, Inc. and we will work with you as your marketing partner to help you get all of the advantages of “Media Consortium”.

To finalize your participation in the “Media Consortium” database, please sign below and fax back to Jon/MDA at 845-278-1300.

Sincerely,
Jonathan Pogact
Mal Dunn Associates, Inc.
Phone (845)-278-1267
Email: jonp@maldunn.com

Print Name:

Address:

Phone:

Approval Signature _____ Date _____

