



5/19/2007

Dear Participant,

“Media Consortium” is a voluntary Political Democrat cooperative database run by Mal Dunn Associates, which combines today’s leading liberal 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 substantial revenue from rental of the database to Political Fundraisers and other mailers.

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

List Rental Revenue

- Incremental revenue from new markets without depression of existing list rentals
- New list rental opportunities through new enhanced list products
- Cost effective and comprehensive modeling capabilities for mailers that only mail modeled segments.
- Many list owners increase revenues by as much as 30% through enhanced database sales.
- Mal Dunn Associates, Inc. has been a leader in database marketing for over 35 years.

Pricing

- What does it cost to participate in the database?

Nothing! All developmental and processing costs for the database will be absorbed by Mal Dunn Associates, Inc..

- What is the revenue potential?

As a participant, you will receive 60% of the base price of the database when your names are selected on outside list rental. The rest will go to brokers, managers, and order processing costs.

Standard List Rental Pricing

****All orders will be credit checked by Mal Dunn Associates, Inc.****

File Selects: \$10/m

List Rental: \$105/m

Materials: Standard Email/FTP/CD Charges

Modeling: \$3,000+\$10/m

Prepayment will be required by all political fundraisers

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, nor can they select your names.

As rental orders come in, you will receive sample mail pieces for your approval of your participation in each order. It is a negative option procedure in which you have three days to say no. You may also supply us with a blacklist of companies that you prefer not to rent to.

You will receive monthly statements of your usage in "Media Consortium" list rentals, along with payment reports and a check. Meanwhile, as you review the profiles, you may decide to use on 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 _____