

ALL ABOUT GAMBLING

250,984	SUBSCRIBERS AT HOME	\$95.00/M
32,712	AVERAGE MONTHLY HOTLINE ADD	\$15.00/M
37,647	EMAIL ADDRESSES	\$150.00/M

GENDER: 70% MALE
CAN SELECT

THESE INTERNET GAMING SUBSCRIBERS TAKE A CHANCE WEEKLY BY PLACING BETS ONLINE THROUGH GAMING WEB SITES. THEY HAVE MADE A DEPOSIT WITH A CREDIT CARD OR CHECK DRAFT TO CONTINUE PLACING BETS. MANY OF THE INTERNET GAMING ACTIVITIES INCLUDE BLACKJACK, BINGO, POKER, WAR, ROULETTE, SLOTS, CRAPS, KENO, BACCARAT AND PLACING BETS ON THEIR FAVORITE SPORTING EVENT.

ADDRESSING:
SEE SELECTIONS

MINIMUM ORDER:
5,000

THE AVERAGE AGE OF THESE ACTIVE GAMBLERS IS 45 AND THEIR AVERAGE INCOME IS \$50,000. MANY SPEND SEVERAL THOUSAND DOLLARS ANNUALLY ON THE GAME OF CHANCE, ANTICIPATING THE BIG WIN.

SAMPLE REQUIRED

UPDATES MONTHLY

GAME PLAYED SELECTIONS:

POKER = 136,513	BLACK JACK = 107,157
ROULETTE = 36,583	CRAPS = 25,699
SLOTS = 95,897	HORSE RACING = 114,983

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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: 100% OPT-IN INTERNET
FILE IS CREATED FROM OVER 80 INTERNET GAMING WEB SITES.

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
REGENCY	\$15.00/M
GENDER	\$6.00/M
INCOME	\$10.00/M
GAME PLAYED	\$10.00/M
CREDIT CARD	\$10.00/M
PHONES	\$30.00/M
ZIP TAPE SET UP FEE	\$50.00
DISKETTE	\$30.00
CD ROM	\$30.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

"DERBY" BILL WATSON LTB, INC.
iGLOBALMEDIA NAT'L MAGAZINE EXC
LOUD VIZION NETWORK 6000, INC.

SPIRAL SOLUTIONS

CONTACT LIST MANAGER EMAIL: dorothy@midwestdm.com

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com