

EASY CARD APPROVALS

| | | | | |
|--------|--------------------------|---|-----------|---------------|
| 91,479 | 12 MONTH CARD APPLICANTS | | \$75.00/M | |
| 68,624 | 6 MONTH CARD APPLICANTS | + | \$5.00/M | GENDER: 50/50 |
| 39,394 | 3 MONTH CARD APPLICANTS | + | \$10.00/M | |
| 22,874 | 1 MONTH CARD APPLICANTS | + | \$15.00/M | ADDRESSING: |

EASY CARD APPROVAL IS KNOWN FOR MATCHING CONSUMERS WITH LESS THAN PERFECT CREDIT WITH BANKING INSTITUTIONS THAT ARE WILLING TO GIVE THEM A SECOND CHANCE. THESE INTERNET SAVVY CONSUMERS ARE ANXIOUS TO PROVE THAT THEY ARE CREDIT WORTHY. APPLYING IS QUICK AND SIMPLE AND REQUIRES NO CREDIT CHECK.

FTP/EMAIL
CD ROM
DISKETTE
KEYING: 2.00/M
MINIMUM ORDER:
5,000

THESE HIGHLY RESPONSIVE, CREDIT CHALLENGED INDIVIDUALS ARE IN NEED OF CREDIT AND A WAY TO RE-ESTABLISH THEIR CREDIT STANDING. THEY ARE WILLING TO PAY THE HIGHER FINANCE CHARGES TO RECEIVE AN UNSECURED CREDIT CARD.

SAMPLE REQUIRED
UPDATED MONTHLY

THESE APPLICANTS ALSO RESPOND WELL TO FINANCIAL OFFERS, BUSINESS OPPORTUNITIES, SECURED CREDIT CARDS, CREDIT CARD SERVICES, CONTESTS/SWEEPSTAKES, SELF-IMPROVEMENT PRODUCTS AND LOW TICKET GENERAL MERCHANDISE ITEMS.
AVERAGE AGE: 45-54
AVERAGE INCOME: \$50,000

DEMOGRAPHIC SELECTIONS AVAILABLE AT AN ADDITIONAL \$10/M ARE AS FOLLOWS:

| | |
|---------------------|----------------------|
| AGE | PRESENCE OF CHILDREN |
| INCOME | MARITAL STATUS |
| GENDER | CHARITABLE DONOR |
| HOME VALUE | MAIL ORDER BUYER |
| HOMEOWNER/RENTER | CREDIT CARD HOLDER |
| LENGTH OF RESIDENCE | |

SOURCE: INTERNET REGISTRATION

| | |
|----------------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP CODE | \$6.00/M |
| ZIP SET UP FEE | \$50.00 |
| DEMOGRAPHIC SELECTIONS | \$10.00/M |
| ELECTRONIC DELIVERY | \$50.00 |
| 1 MONTH HOTLINE | \$15.00/M |
| 3 MONTH HOTLINE | \$10.00/M |
| 6 MONTH HOTLINE | \$5.00/M |
| TELEPHONES | \$30.00/M |

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

Midwest Direct Marketing, Inc.

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