

123 Print's - Carousel of Values Direct Mail Program.

A promotional mailing to 6 month plus buyers from Current and Artistic Direct — the leading direct marketers of personalized labels, stationery and gift items.

SEGMENTS

3,800,000 Total Universe / Base Rate \$40.00/M
 500,000 August 2009 \$40.00/M
 500,000 September 2009 \$40.00/M
 500,000 August 2009 \$40.00/M
 1,500,000 January 2010 \$40.00/M

DESCRIPTION

Carousel of Values is a discount and new offer mailing to Current and Artistic Greetings multi and single product direct response buyers. These buyers ordered and paid for personalized products and are being reactivated with the Carousel of Values mailing with new promotions and new products.

Carousel of Values can be selected household by household through an array of demographic and buyer behavior information that can be used to code households matching any marketers prospect profile.

Advertiser inserts can be distributed only to households matching the most favorable prospect profile. 70% of Carousel of Values shoppers have transacted with more than one direct response marketer over the past 12 months. (Insource Experian, May 2009)

Advertiser Inserts are machine collated into the Carousel of Values 6"X 9" envelope and mailed.

DIMENSIONS

Maximum Size: 5" x 8"
 Minimum Size: 3 1/2" x 5"
 Oversized: Yes
 Maximum Weight: 1/10 ounce
 Overweight: Yes
 Maximum Inserts: 30

Market: Consumer
 Type: Postal Mail, Insert, Co-op,
 Source: Buyers
 Opt-in: Opt-in
 Geo: Domestic (US)
 Gender: 71% Female 29% Male
 Income: \$84,000.00
 Spending: \$15.00 Average Order
 Manager: Management since 05/19/2009

SELECTS

12 Month Hotline \$5.00/M
 Age \$5.00/M
 Age Range \$5.00/M
 Area Code \$5.00/M
 Childs Age Range \$5.00/M
 Demographic \$5.00/M

Dwelling Size/Type \$3.00/M
 Gender/Sex \$3.00/M
 Geo/Geographical \$3.00/M
 Home Owner \$5.00/M
 Household Income \$5.00/M
 Income Range \$5.00/M
 Income Select \$5.00/M
 Marital Status \$5.00/M
 Net Worth \$5.00/M
 Number of Children \$5.00/M
 One Name per Location NO CHARGE
 Paid NO CHARGE
 Postal Code \$5.00/M
 Presence of Child \$5.00/M
 Region/Regional NO CHARGE
 SCF \$3.00/M
 State \$3.00/M
 Teenagers (Ages 13 - 19) \$5.00/M
 Unlimited Selects \$10.00/M
 Zip \$5.00/M

ADDRESSING

Key Coding \$5.00/M

ORDERING INSTRUCTIONS

25,000 Name Minimum Order \$0.00 Minimum Payment
 Net Name is not allowed
 Exchange is not available
 Broker Commission 20% on base, \$20.00/M on selects
 Agency Commission 15% on base, 20% on selects
 Reuse is not available
 Telemarketing is not available
 Contact Madison Direct Marketing for shipping instructions

CATEGORIZATION

Madison Direct Mostly Female
 Age Related Categories Buyers
 Children Catalog
 Senior Citizen Coupons
 Business Related Credit Cards
 Investments/investors Direct Mail
 Contributors Sold Direct Response
 Contributors/donors Gift Buyers
 Hobbies Or Products Internet/on-line
 Food/kitchen Equipment Multi Buyers
 Music Package Insert Sold
 Sports Single Buyers Source
 Travel Universe Size:
 Unit Of Sale \$20.00-48.99 1,000,000-4,999,999
 Gender Makeup Web Cards
 Audited Site

This program is managed by Madison Direct Marketing for 123 Print.

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