

**MAL DUNN**  
**ASSOCIATES, INC.**

Mal Dunn Associates, Inc.  
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# List Management Sales and Service

**At MDA, we routinely double our clients' list rental revenue in less than 18 months.**

Mal Dunn Associates has a proven approach to list management: partner with the list owner and maximize their revenues. To do this, we have developed a variety of tools that are unique to the industry.

We take a new business plan approach to each and every client, every year, constantly creating new avenues to develop and market your list product to increase revenue in an ever-changing environment.

Our modelers, databases, marketing departments and analysts enable us to serve our clients in ways that our competition hasn't even thought of.

After 32 years, we have developed a fully integrated approach to the sales and marketing of a list that is unequalled in the industry.

You haven't explored the real possibilities of list management until you've spoken with Mal Dunn Associates.

**It takes special skills.  
This is how we do it:**

**Position your list rental products.**

We research and conduct a thoroughly detailed analysis of competitive list products to properly position your file for maximum revenue opportunities.

**Dedicate a knowledgeable and aggressive specialized sales team.**

Headed by specialists in your market, we identify and aggressively sell your list to the optimum revenue opportunities in both conventional and non-conventional markets.

**Work with you to leverage existing products and develop new ones.**

We think creatively to find solutions and seek out opportunities that other companies often ignore. We use our unique in-house database resources to develop more list products than any other list manager in the industry.

**Provide first-class customer service.**

We are driven by your needs. We provide same day order processing. Our experienced staff anticipates and resolves issues. Diligent oversight and process redundancies ensure the highest level of accuracy.



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# Mal Dunn Mail Services

## Reach Targeted Customers with your Offer TODAY!

### Mal Dunn Mail Services

Continuing Mal Dunn's drive to help clients surpass their customer acquisition, retention and list asset growth, we are proud to introduce Mal Dunn Mail Services.

Utilizing the Internet, **Mal Dunn Mail Services** allows you to take complete control over your entire marketing project, including List Selection, Design, Printing and Mailing. It's fast, easy and keeps you in control!

Here's how **Mal Dunn Mail Services** can help you take total control over your marketing project:

**Online List Section:**

Choose from our Resident, Business or Consumer databases. Our databases offer the best prospects and most deliverable names in the industry.

**Instant 4-Color Design:**

Use your images or our proven images in the free image gallery to create dazzling 4-color mailers in seconds.

**Print and Mail:**

After completing your design and list selection Mal Dunn Mail Services will automatically print and mail your offer to the best possible prospects meeting your selection criteria.



### Benefits of Using Print on Demand

- Maximize your marketing dollars.
- One source for all your marketing needs.
- You define your best market.
- Instant market research at your finger tips.
- User friendly - easy enough for the novice, powerful enough for the sophisticate.
- Cost effective - best lists at the best prices.
- Creative design with eye catching appeal.

### How to Get Started

Go to: [www.mdmailservices.com](http://www.mdmailservices.com)  
or Call: Angela Nicolosi  
To discuss your marketing needs.

1-888-575-9528

Email: [angelan@dunndirect.com](mailto:angelan@dunndirect.com)

See the next page for our ultimate mailing list markets.

# List Brokerage

## We are customer acquisition specialists.

We use exclusive technology, creative research and 30 years of experience to bring you the best possible list selections for maximum results.

The MDA brokerage team is comprised of experts in all types of direct marketing and interactive media. We work with some of the industry's largest consumer and business marketers. We become a strategic extension of your marketing department, providing planning, research, price negotiation and business analysis to your customer acquisition campaigns. For your interactive marketing initiatives, we have strategic partnerships with many vendors affording us the opportunity to present unique CPL, CPA, and CPM deals to you at very competitive prices. Using the most advanced technology, we ensure that our clients are optimizing their marketing and prospecting data strategies, reducing the costs of customer acquisition.



### Interactive Marketing

- **Opt-in email campaigns.**
- **Banner and text link placement.**
- **Co-registration programs.**
- **CPA/CPL lead generation.**
- **Search engine marketing.**

### Direct Marketing

- **Team of experts with creativity and decades of direct marketing experience.**
- **In-depth results analysis.**
- **Comprehensive research and recommendations .**
- **Alternative media, private database, and modeling capabilities.**
- **Extensive price negotiations.**

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# Database Products and Services

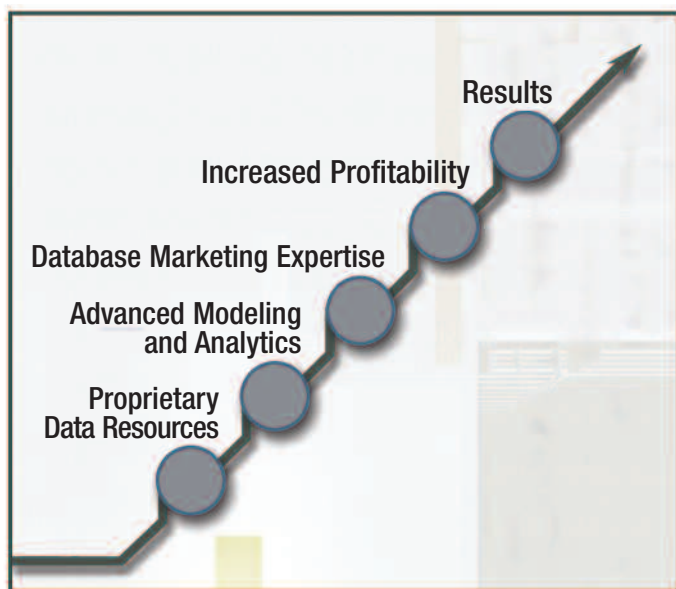
## Maximize Revenue, Improve Profitability, Gain Marketshare.

### The better the data, the better the results.

We start with the best data repositories and apply analytical tools and segmentation strategies to define the consumers you want to reach. The MDA Database and Analytics Division provides superior database and analytical methodologies providing a wealth of information that you can use to communicate with individual customers and influence their behavior. When coupled with the vast purchase and demographic data repositories of MDA, you can achieve new levels of marketing profitability that remain surprisingly cost effective.

### We understand the nuances of data use to help you fine-tune your targeting criteria.

We give you the power to use data to create targeted marketing campaigns that increase sales, response rates, retention, and ultimately, profits. By integrating the latest technology with our database marketing expertise, we can deliver results you won't find anywhere else. Whether you need to connect with prospects, identify your best customers, reactivate old customers, understand where your customers are in their purchasing cycle, or explore new cross-selling opportunities, we have the data and the know-how to help. We combine the power of data with our proprietary modeling techniques to help you improve marketing efficiency and increase market share.



## Consumer Database Products



### Marketshare

The largest cooperative public prospecting database of direct mail response generated mail order buyers. Marketshare consists of over 98 million consumers.



### Consumer Passion Index (CPI)

A fresh new source of lifestyle indicators developed from categorizing and indexing 750 million multi-sourced transactions.



### KableKonnnect

The largest publishing database sourced from niche publications. KableKonnnect brings over 6.6 million subscribers from elusive and hard to reach markets.

## Business Database Products



### Premier Executive Database

The best coverage of industries with the greatest penetration of job titles and functions. It is created entirely from response lists and gives you access to large universes of qualified prospects.

46 million executives from 21 million companies-the SOHO market through mid-sized business to America's major corporations.



### Premier Executives-at-Home Addresses

Reach 21 million executives at their home address.

These professionals opted to receive their business mail at home. They are business publication subscribers, trade show attendees, association members, business product and service buyers, and more. Now you have the ability to reach qualified leads when they are relaxed in the comfort of their homes.



### Home-Based Business Masterfile

Reach 11 million professionals working at home businesses.

These entrepreneurs rely on direct marketing to keep them connected to the latest news in technology, finance and all the resources necessary to run a successful small business. This is 100% response generated, offering marketers access to the booming SOHO cottage industry.



### Contacts in American Business

is the most complete and accurate database of business professionals. The Contacts database combines traditional compiled business data with non-traditional sources to arrive at a comprehensive list of 92 million individual contacts.

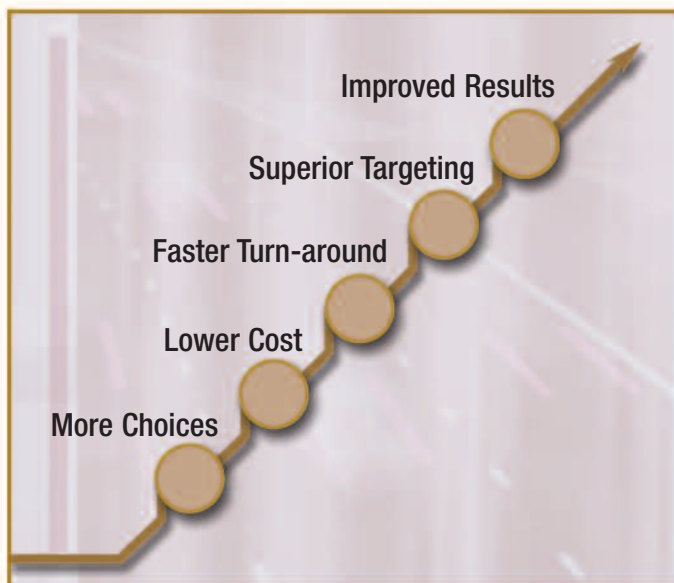
# Compiled Lists

**MDA is the ultimate list supermarket. All available lists at the best prices delivered with unmatched service.**

No matter what product or service you are marketing, MDA Compiled Lists is the ultimate way to pinpoint your prospects. Whether your goal is building brand awareness or lead generation, MDA Compiled Lists will deliver the highest level of success. We provide you with research and solid recommendations that guarantee you a successful, well-planned marketing campaign, at the lowest possible price.

One call to MDA gets you all the information you need. Let one of our experienced Direct Marketing Consultants help you meet your marketing objectives. MDA Compiled Lists gives you more choices, faster turn-around, superior targeting, and improved results, all at the lowest cost. Take advantage of our vendor relationships and over 30 years of List Marketing experience. Power your next mailing with MDA.

**Take advantage of our experience and low prices.**



## The Ultimate Consumer Database Targeting Over 175 Million Individuals

- Age, income, gender, presence of children by age, senior citizens, lifestyle selections by affinity, such as hobbies and interest, sports enthusiasts by type, pet ownership, travel, music, and much more.
- New mover, home value, dwelling type, length of residence, home ownership.
- Financial data such as purchasing power, bank card holders, types of investments, insurance needs, net worth.
- Mail order buyers by type, email buyers, email subscribers, coupon users, type of purchase, frequency, recency, dollar value.
- Many other selections like ailments, occupation, donors, ethnic household, education level, and more.

## The Ultimate Business Database Targeting Over 21 Million Businesses

- Industry type by 2,4,6 and 8 digit SIC codes.
- Telephone numbers and fax numbers.
- Geographical selects by state, county, CBSA, SCF, zip code, carrier route code, block group, telephone area code or prefix, and others.
- Size selection by employee size, annual sales volume, asset size for financial institutions, number of principle professionals and specialties per office, population size, etc.
- Executive names can be selected by gender or title including president, owner, and manager. Many other key decision makers are also available.
- Public companies selectable by parent, subsidiary or branch location, with top corporate officers and management.
- Franchises and chains by industry.
- Minority owned businesses.