

PREMIER EXECUTIVE DATABASE

*The Most Comprehensive Source
of Direct Response Business
Decision Makers.*

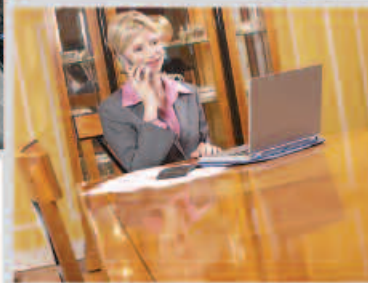
**62 Million
Business Contacts**

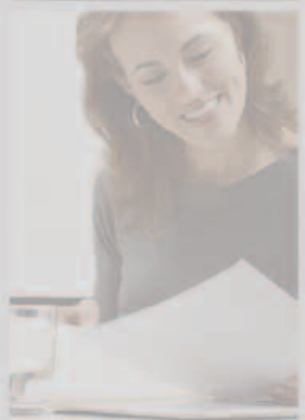
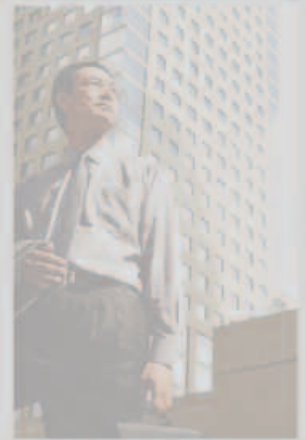
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**18 Million
Companies**

MAL DUNN
ASSOCIATES, INC.

The Power of the Name.





With 30 years of experience designing prospecting databases, Mal Dunn Associates offers the most comprehensive business database- The Premier Executive Database. Sourced from a myriad of business lists, the Premier Executive Database provides marketers an unparalleled universe of response-generated prospects.

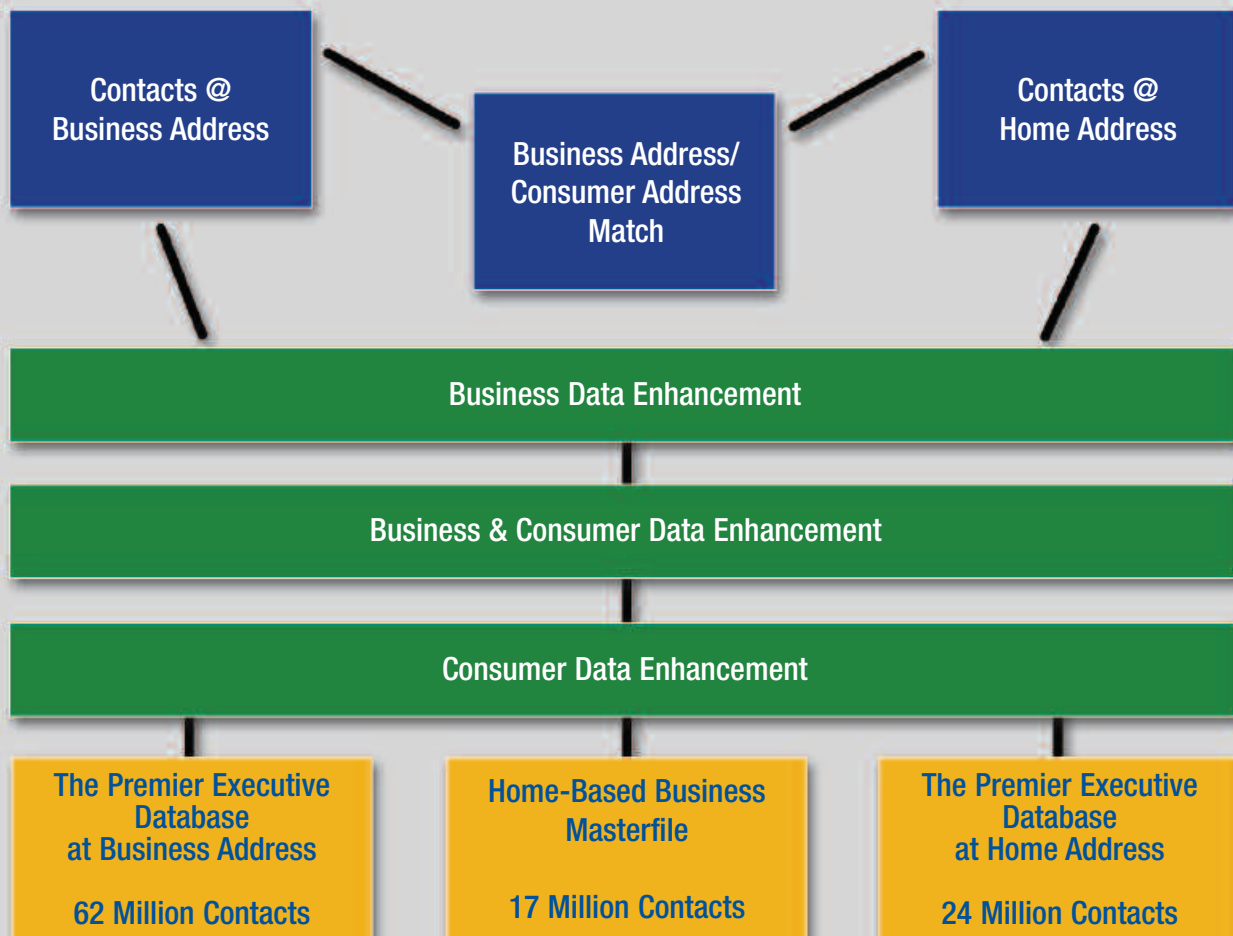
The Premier Executive Database now has more than 62 Million prospects at business and home address. This unrivaled penetration into more than 18 Million businesses enables end users to not only get their offer to the right company but also on the right desk. Whether you're offering financial services, trying to fill your classroom or seminar, or marketing business products or services, the Premier Executive Database is the most powerful resource available.

Methodology

More than 120 Million business contacts with over 1 Billion data elements are merged to create the Premier Executive Database. These decision makers are sourced from over 400 business response lists including:

- Trade Publication Subscribers
- Conference Attendees
- Business Product and Service Buyers
- Association Members
- Seminar and Continuing Education Attendees
- Internet Buyers of Business Products and Services

More than 400 B2B Response Lists



Market Segments

PROVEN BUSINESS SEGMENTS FROM PREMIER:

	COUNTS
ADMINISTRATIVE ASSISTANTS	1,684,925
B2B MULTI-RESPONDERS	14,103,368
FAMILY-OWNED BUSINESSES	6,692,236
FINANCIAL EXECUTIVES	5,236,736
HR MANAGEMENT & PERSONNEL	3,029,715
MIS PROFESSIONALS	3,076,447
SALES & MARKETING EXECUTIVES	2,403,041
SEMINAR & CONFERENCE ATTENDEES	1,842,346
SMALL BUSINESS DECISION MAKERS	25,136,177
TOP EXECUTIVES	25,942,022
WOMEN PROFESSIONALS	19,181,302

HOME-BASED BUSINESS MASTERFILE: 17 MILLION HOME BASED BUSINESSES

HOME-BASED BUILDING & LANDSCAPING BUSINESSES	2,174,927
FEMALE HOME-BASED BUSINESS OWNERS	4,139,329
AFRICAN AMERICAN HOME-BASED BUSINESSES	524,654
HISPANIC HOME-BASED BUSINESSES	1,032,621

PREMIER EXECUTIVES AT HOME ADDRESS: 24 MILLION NAMES AVAILABLE

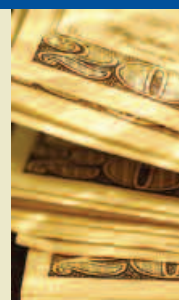
BOOK READERS	5,318,449
COLLECTORS	3,060,332
PET OWNERS	6,274,703
ELECTRONIC BUYERS	7,740,869
FOOD & WINE BUYERS	3,225,505
GARDENERS	5,035,093
GOLFERS	2,699,267
HEALTH & FITNESS BUFFS	6,545,670
INVESTORS	3,894,102
MUSIC LOVERS	8,220,012
OUTDOOR ENTHUSIASTS	6,289,299
SENIORS	11,641,897
TRAVELERS	5,085,290
VETERANS	673,024

***SELECTABLE BY AGE, INCOME AND MORE!**

PROVEN ETHNIC SEGMENTS FROM PREMIER:

HISPANIC PROFESSIONALS AND EXECUTIVES	3,386,128
HISPANIC EXECUTIVES & PROFESSIONALS AT HOME	1,428,712
HISPANIC SMALL BUSINESSES	2,187,954
AFRICAN AMERICAN BUSINESS EXECUTIVES & PROFESSIONALS	1,877,765
AFRICAN AMERICAN HOME-BASED BUSINESSES	524,654
AFRICAN AMERICAN SMALL BUSINESSES	1,204,842

*** OTHER ETHNIC SELECTS AVAILABLE INCLUDE: ASIAN, GERMAN, FRENCH, ITALIAN, JEWISH AND MORE!**



Selection Counts

INDUSTRIES AVAILABLE:

AGRICULTURE	1,240,810
CONSTRUCTION	3,564,798
MANUFACTURING	4,970,025
TRANSPORTATION	1,222,208
WHOLESALE	2,518,043
RETAIL	6,975,613
FINANCE	1,753,733
INSURANCE	1,933,516
REAL ESTATE	2,793,497
HEALTH	5,750,737

***SELECTABLE BY 2,4,6 AND 8 DIGIT SIC!**

JOB TITLES/FUNCTIONS AVAILABLE:

OWNERS/PARTNERS	13,479,947
C-LEVEL EXECUTIVES	7,873,124
VICE PRESIDENTS	2,473,256
UPPER MANAGEMENT	2,473,256
MID-MANAGEMENT	9,786,812
TECHNICIANS/ENGINEERS	1,138,925
PROFESSIONALS	3,074,931
ADMINISTRATIVE/CLERICAL	1,285,960
ADMINISTRATIVE	13,050,148
GOVERNMENT/MILITARY	108,799
CORPORATE EDUCATION/TRAINING	144,817
GENERAL MANAGEMENT	10,155,227
FINANCIAL	3,146,287
PURCHASING	388,600
SAFETY	52,097
DATA PROCESSING	1,001,122
PRODUCTION	1,151,128
OPERATIONS	225,886
ENGINEERING	1,268,792
SCIENTIFIC	513,074
ARCHITECTURE	129,622

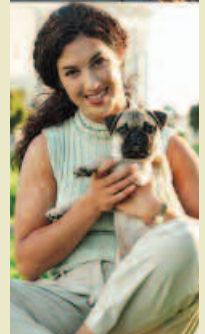
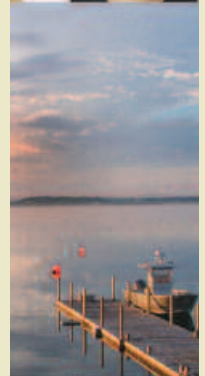
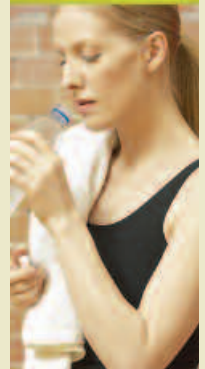
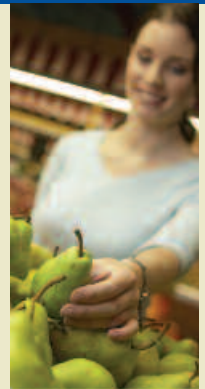
***OVER 4,500 DIFFERENT TITLE AND FUNCTION SELECTS AVAILABLE!**

EMPLOYEE SIZE:

1-4 EMPLOYEES	12,667,664
5-9 EMPLOYEES	3,759,549
10-19 EMPLOYEES	3,439,485
20-49 EMPLOYEES	3,208,012
50-99 EMPLOYEES	1,908,458
100-249 EMPLOYEES	1,577,684
250-499 EMPLOYEES	534,757
500-999 EMPLOYEES	428,262
1000+ EMPLOYEES	613,497

SALES VOLUME:

UNDER \$1 MILLION	16,429,736
\$1 MILLION - \$4.9 MILLION	3,858,390
\$5 MILLION - \$9.9 MILLION	1,019,431
\$10 MILLION - \$24.9 MILLION	754,719
\$25 MILLION - \$74.9 MILLION	621,302
\$75 MILLION - \$199.9 MILLION	336,485
\$200 MILLION - \$499.9 MILLION	193,080
\$500 MILLION - \$999.9 MILLION	110,509
\$1 BILLION +	219,221



Private Database Development

With over 400 lists to select from, using The Premier Executive Database as a backbone for a private database is an extremely cost effective and timesaving solution.

A private prospecting database through Premier offers a number of benefits:

- Increased performance of names mailed
- Reduction in Costs - paying only for net names mailed, eliminating merge purge costs
- Increased List Selectability
- Larger Unduplicated Universes
- Access to Mal Dunn's In-House Modeling & Analytic Services



Email us today at
[privatedatabase@
dunndirect.com](mailto:privatedatabase@dunndirect.com).

or call us at
845-278-1200

to see if a private
database is the right
solution for you.



For 30 years, Mal Dunn has built hundreds of private databases for our clients in a wide variety of markets.

Modeling and Analytic Services

Where many other companies have failed, Mal Dunn's In-House Modeling Division has proven itself as a leader in Business-to-Business model development over the past ten years. We take a unique approach to modeling in that we are not limited to traditional statistical techniques. Mal Dunn offers in-house modeling and analytic services such as housefile profiles, response models, good customer match models, customer reactivation, and geographic models, as well as tailored analytic techniques designed to meet the specific needs of our clients

**For more information on our modeling services
email us at mdamodeling@dunndirect.com.
or call us at 845-278-1200.**

Participation Benefits

Participation in the Premier Executive Database offers a number of Advantages.

Benefits include:

Revenue

As a participant, contributing list owners generate revenue as approved end-users prospect to their customers.

Cost Effective Prospecting

You will have the capability to prospect from Premier net of your own customers and prospects; saving substantially on your processing and data costs.

Free Customer Profile Reports

With each database update, participants receive a profile report of their own customers, providing valuable marketing information.

New Marketing Opportunities

As a participant you will have access to Mal Dunn's Analytic and Account Management teams that can query your data and offer you new ideas and concepts and open your product or service to new markets.

Enhanced List Rental Revenue

By participating in Premier, list participants have access to a wealth of business and consumer demographics sourced from Mal Dunn's data partners. Access to this data enables opportunities to market your database to a wider variety of mailers creating an additional revenue stream from your customer file.

