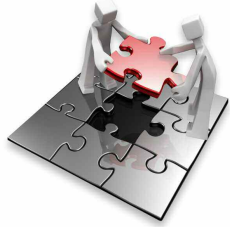




LM Optimization Suite™

List Management Made Easy



List Managers challenged by increasing competition, lower margins and more complex demands need to find ways to improve eroding ROI by increasing gains and decreasing costs. Cross Country Computer's turnkey List Management solution can help.

The Cross Country Computer Solution

Our List Management Optimization Suite™ provides the tools you need to improve performance by raising your gains and lowering your costs:



Easy Management of Multiple Lists with CrossSelect™

Maintain all of your list owner properties in our secure online list rental fulfillment portal, CrossSelect™, with 24/7/365 on-line access.

- ▶ Reduce administration and marketing costs by accessing unlimited file counts, instantaneous fulfillment and on-line reporting, on demand.
- ▶ Flexible service models available: You can do it or we can!

Make Every Name More Valuable!

- ▶ Improve deliverability and responsiveness with CASS Certification, NCOALINK™, LACS, Deceased, Prison and related address standardization services
- ▶ Improve your ability to accurately remove unwanted duplicates with our MergePlus™ blended matching logic, leading to less waste, better response and improved margins.
- ▶ Identify, correct and classify job titles to offer more specialized selection segments and generate higher list rental fees with our Title Beautification program.
- ▶ Overlay your managed properties with consumer or business demographics to reach new audiences and command more money.
- ▶ Predictive modeling allows renters to mail more with greater granularity in previously unproductive segments.

Scalable, All Inclusive Pricing Means No Surprises

- ▶ Leverage our bundled fee structure to get more value at a lower cost - file builds, updates and fulfillment included!
- ▶ Unlimited counts and instantaneous fulfillment when you use our platform to generate reports and submit live orders via the web.
- ▶ Choose from several pricing options including fully inclusive packages with unlimited fulfillment at a fixed flat rate, to sliding scale options where ALL pricing is discounted on ALL files as additional properties are added to our turnkey platform.
- ▶ Leverage our bundled fee structure to get more value at a lower cost - file builds, updates and fulfillment included!

Automatic NextMark Datacard Updates – Life Just Got Easier

"We pride ourselves on developing tools that make marketing simpler and more profitable for our clients, which is why we jumped at the opportunity to be the first to work with NextMark to develop and introduce to the industry this revolutionary new data card update mechanism." said Thomas J. Berger, CEO and Owner of Cross Country Computer. "A fully-integrated, secure bridge between the Cross Country Computer hosted databases and the NextMark Select data cards enables us to position our clients' titles with top shelf functionality to thousands of list brokers. Furthermore, it creates a communication channel that our clients can leverage for cross sell and up sell opportunities."

(continued on back)



LM Optimization Suite™ List Management Made Easy (continued)

Automatic NextMark Datacard Updates (continued)

- ▶ Cross Country Computer is a pioneer in the list rental industry as the first service bureau to offer automatic datacard refreshes with each CrossSelect™ update.
- ▶ Improve recency of counts, reduce manual effort by as much as one week.
- ▶ The ROI for list rental is expected to increase as a result of greater demand for titles with expanded segmentation and a "raised bar" for data integrity and marketing intelligence.
- ▶ Provide more comprehensive list profiles on data cards.

OSGOOD'S PET EMPORIUM *A purveyor of high quality pet supplies for over 50 years*

DA VINCI MAILING LISTS

Download Data Card file

Category	Count
ADDRESS TYPE (15.00/M)	
Post Office Box	218,985
Street Address	2,446,296
General Delivery	323
Highway Contract Route	98,283
Rural Route	1,485,281
AGE (15.00/M)	
18-24	125,111
25-34	190,801
35-44	239,332
45-54	419,002
55-64	573,087
65-74	648,018
75-84	371,881
APPAREL (15.00/M)	
All	832,501
Men's	38,311
Women's	140,381
Accessories	28,428
ART/ENTERTAINMENT (15.00/M)	
ART/ENTERTAINMENT	1,805,981
ART/ENTERTAINMENT	1,836,319
ART/ENTERTAINMENT	328,804
ART/ENTERTAINMENT	212,478
ART/ENTERTAINMENT	46,227
FREQUENCY (15.00/M)	
1	1,805,981
2-5	1,836,319
6-9	328,804
10-15	212,478
16 and up	46,227
GARDENING (15.00/M)	
Gardening	747,538
GENDER (8.00/M)	
Female	2,874,411
Male	792,287
Unknown	287,879
GIFT GIVERS (15.00/M)	
Gift Giver	599,148
HEALTH/FITNESS (15.00/M)	
Diet/Weight	841,718
Fitness	482,284
Diet/Health	295,888
Natural/Organic Foods	98,751

Why Cross Country Computer

Cross Country Computer has been servicing all aspects of the direct marketing industry for over 35 years with affordable value based solutions that allow all companies to be more strategic. We offer a wide range of services from database development and hosting to list processing/hygiene, email, list rental fulfillment and analytics. For more information on Cross Country Computer's marketing solutions, please contact us at (631) 231-4200 or via email at Inquiry@CrossCountryComputer.com

