

| | |
|-------------|------------|
| Nextmark ID | 240894 |
| SRDS ID | 880633-000 |
| mIn ID | 129110 |

A Mailing List of First-Time Homeowners

Individuals who have recently purchased a first home in the U.S.

DESCRIPTION

The first-time homeowners on this list are perfect candidates for a wide range of offers for products and services associated with moving, remodeling, decorating, home and yard maintenance, and financial services. Marigold's First-Time Homeowners file provides access to individuals throughout the U.S. who have recently bought a first home. Inquire about selects including age of children, credit card buyers, marital status, and more.

SELECTS

| | |
|--------------------|-------|
| Age Of Children | \$5/M |
| Computer Owner | \$5/M |
| Credit Card Buyers | \$5/M |
| Donor | \$5/M |
| Ethnicity | \$5/M |
| Lifestyle Select | \$5/M |
| Marital Status | \$5/M |
| SCF | \$5/M |
| State | \$5/M |
| Zip | \$5/M |

LIST INFO

| | |
|---------------------|----------------|
| Total Count: | 563,772 |
| Base Price: | \$100/M |
| Source: | Compiled lists |
| Geography: | USA |
| Min. Purchase: | \$500.00 |
| Market: | Consumer |

LIST TYPES AVAILABLE

Postal

LIST MAINTENANCE

| | |
|---------------|------------|
| New to Market | 01/16/2007 |
| Update Freq. | Monthly |

DELIVERY OPTIONS

| | |
|----------------|------|
| Email Delivery | \$50 |
|----------------|------|

ADDRESSING OPTIONS

| | |
|----------------|-------|
| Text/Excel | \$0/ |
| Mailing Labels | \$10/ |

| CONTACT NAME | ROLE | EMAIL | PHONE | FAX |
|--------------|--------------|------------------------|----------------|----------------|
| Ben DeLisle | List Manager | ben@marigolddirect.com | (646) 442-2077 | (888) 761-8817 |

Are you interested in marketing to a specific subset, demographic, or geographic area of this list? Request a count for the segment you are looking for by calling us at (212) 696-5000.