

Fidelity Research Utilities Budgets

MID: 931545-000

----- SRDS UPDATED/CONFIRMED -----
 Jun 2, 2011

----- SELECTIONS WITH COUNTS -----
 Counts Thru: Jun 2011

Minimum order 5,000.

| Selections | Counts | Price per/M |
|------------|-----------|-------------|
| Universe | 7,130,005 | \$75.00 |

----- OTHER SELECTIONS -----

| Selections | Rate | Per | Unit | Note |
|-----------------------------|---------|-----|-------|------|
| Company Size | \$10.00 | M | extra | |
| Country | \$5.00 | M | extra | |
| HQ/Branch | \$10.00 | M | extra | |
| Job Title | \$20.00 | M | extra | |
| # Employees | \$10.00 | M | extra | |
| Phone Number | \$25.00 | M | extra | |
| Radius | \$10.00 | M | extra | |
| \$ Volume | \$10.00 | M | extra | |
| SCF | \$5.00 | M | extra | |
| Square Footage Of Facility | \$10.00 | M | extra | |
| State | \$5.00 | M | extra | |
| Years In Business | \$10.00 | M | extra | |
| Zip | \$5.00 | M | extra | |
| Budget Size | \$20.00 | M | extra | |
| Key Coding | \$3.00 | M | extra | |
| A/B Split | | | | |
| Business Address | | | | |
| Carrier Route | | | | |
| Carrier Route Code | | | | |
| Nth Name | | | | |
| Title Slugging | \$2.50 | M | extra | |
| Zip+4 | | | | |
| Industry | | | | |
| Executive By Name And Title | | | | |
| Number Of Computers | | | | |
| Location Type | | | | |

----- PERSONNEL -----

List Owner

Datamatrix Lists
 3530 Route 27, 2nd Floor
 Kendall Park, NJ 08824
 Phone: 732-940-1500
 Fax: 732-940-1501
 E-mail: sales@datamatrixlists.com

| Contact | Title | Phone | Fax | E-mail |
|--------------|-------|--------------|--------------|--|
| List Manager | | 732-940-1500 | 732-940-1501 | sales@datamatrixlists.com |

Member: D.M.A.

----- SUMMARY DESCRIPTION -----

Companies that are actively spending allocated funds for utilities products and services.

----- DATACARD DESCRIPTION -----

TRACKING COMPANIES BY THEIR UTILITIES BUDGETS, FIDELITY RESEARCH CONNECTS MAILERS TO COMPANIES THAT ARE ACTIVELY SPENDING ALLOCATED FUNDS FOR UTILITIES PRODUCTS AND SERVICES. BY GOING BEYOND EMPLOYEE SIZE OR SALES VOLUME, FIDELITY TARGETS ONLY BUSINESSES THAT HAVE THE FUNDS AND THE FINANCIAL PLAN TO SPEND THEM THIS YEAR. SELECT BY COMPANIES AND THEIR EXECUTIVES WHO SPEND \$2,500, \$5,000, \$10,000 OR EVEN \$25,000+ A YEAR UPDATING AND INCREASING THEIR CURRENT UTILITIES.

SRDS Classification

USA Business 273 Power & Power Plants

----- LIST SOURCE -----

| Source | Note |
|----------|------|
| Compiled | |

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% commission to broker.

----- METHOD OF ADDRESSING -----

| Available Media | Rate | Per | Unit | Note |
|---------------------------|---------|-----|-------|------|
| Pressure Sensitive Labels | \$15.00 | M | extra | |
| CD-ROM | \$50.00 | | fee | |
| E-mail | \$50.00 | | fee | |
| Galley Listing | \$15.00 | M | extra | |

----- RESTRICTIONS -----

Net name is not allowed. Exchange is not allowed. Reuse is not allowed.

----- UPDATE SCHEDULE -----

Updated quarterly.