

Flying High - Certified Pilots

MID: 893716-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

| Selections | Counts | Price per/M |
|--|---------|-------------|
| Total universe | 803,142 | \$65.00 |
| Net name arrangement (minimum 25,000), 85% plus 10.00/M running charges. | | |

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

| Selections | Rate | Per | Unit | Note |
|------------------------------|---------|-----|-------|------|
| Certificate Level: | | | | |
| Airline Transport Pilot | \$10.00 | M | extra | |
| Commercial Pilot | \$10.00 | M | extra | |
| Private Pilot | \$10.00 | M | extra | |
| Student Pilot | \$10.00 | M | extra | |
| Recreational Pilot | \$10.00 | M | extra | |
| Parachute Rigger | \$10.00 | M | extra | |
| Certificate Type: | | | | |
| Dispatcher | \$10.00 | M | extra | |
| Flight Engineer | \$10.00 | M | extra | |
| Commercial Flight Instructor | \$10.00 | M | extra | |
| Ground Instructor | \$10.00 | M | extra | |
| Mechanic | \$10.00 | M | extra | |
| Pilot | \$10.00 | M | extra | |
| Control Tower Operator | \$10.00 | M | extra | |
| Gender/Sex | \$10.00 | M | extra | |
| Geo Select | \$5.00 | M | extra | |
| Rating | \$10.00 | M | extra | |
| Key Coding | \$3.00 | M | extra | |

----- 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- | 732- | sales@datamatrixlists.com |
| | 940- | 940- | |
| | 1500 | 1501 | |

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

FAA certified pilots.

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

CERTIFIED PILOTS HAVE SPENT COUNTLESS HOURS TRAINING FOR THEIR PROFESSION AND EARNING THEIR CERTIFICATIONS. THEY ARE COMPENSATED HANDSOMELY FOR THE IMPORTANT RESPONSIBILITY THAT THEY UNDERTAKE EACH TIME THEY FLY A PLANE. AN EXCELLENT MARKET FOR ALL AIRPLANE SUPPLIES, FLYING PUBLICATIONS AND AVIATION ORGANIZATIONS/ASSOCIATIONS. ADDITIONALLY, THEY ARE PRIME PROSPECTS FOR FUNDRAISING, BUSINESS AND FINANCE PERIODICALS, AND LUXURY ITEMS SUCH AS HIGH-END CARS, REAL ESTATE, BOATS AND EXPENSIVE JEWELRY. A MUST FOR ANY INSURANCE OR INVESTMENT CAMPAIGNS AS WELL.

SRDS Classification

USA Business 19 Aviation & Aerospace

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

| Source | Note |
|----------|---------------|
| Compiled | Multi-sourced |

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

15% commission to agencies. 30% commission to recognized brokers.

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

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

----- RESTRICTIONS -----

Telemarketing is not allowed. Exchange is not allowed. Net Name is allowed. Reuse is allowed.

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

Updated monthly.