

A Mailing List of Tivo Users

People who own and use a Tivo DVR.

| | |
|-------------|------------|
| Nextmark ID | 240899 |
| SRDS ID | 883715-000 |
| mIn ID | M131376 |

DESCRIPTION

Compiled from web surveys, this mailing list targets the new generation of TV owners using a Tivo system to record their favorite shows. This multi-channel mailing list targets consumers on the cutting edge of home based entertainment technology. Send a direct mail piece and follow with an opt-in email campaign to the same audience. Inquire about additional selects today.

SEGMENTS

| | |
|---------|-------|
| Hotline | \$5/M |
|---------|-------|

SELECTS

| | |
|-----------|-------|
| Age | \$5/M |
| Ethnicity | \$5/M |

LIST INFO

Total Count: 2,249,148
Base Price: \$100/M
Source: Internet/On-Line
Geography: USA
Min. Purchase: \$500.00
Market: Consumer

LIST TYPES AVAILABLE

Postal
Email

LIST MAINTENANCE

New to Market 03/11/2007
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.