

## ABC Corporation

### Summary of Responses to Date Through 9/15/2008

CAMPAIGN	ATTD	COMP	INC	ABAN	NO ANS	BUSY	OTHER	UNIQ	WEB
<b>New Product A</b>									
Direct Mail - Soccer Moms	2	2	0	0	0	0	0	2	0
Direct Mail - Single Men	3	1	2	2	0	0	0	1	0
Direct Mail - Affluent	204	199	5	2	0	3	0	150	126
Direct Mail - Young Professionals	3,144	2,989	155	48	13	94	0	1,986	732
Direct Mail - Seniors	87	86	1	1	0	0	0	75	0
Direct Mail - Single Career Dads	156	136	20	3	0	17	0	100	0
Direct Mail - \$29.95 Offer	23	23	0	0	0	0	0	20	0
Direct Mail - \$39.95 Offer	50	46	4	1	0	3	0	36	0
Valassis - Zone 1	441	432	9	2	2	5	0	327	0
Valassis - Zone 2	3	2	1	1	0	0	0	2	0
Campaign Totals	4,113	3,916	197	60	15	122	0		858
<b>Bundled Product</b>									
Direct Mail - Postcard Region 1	437	429	8	4	1	3	0	347	0
Direct Mail - Postcard Region 2	79	78	1	0	0	1	0	73	0
Direct Mail - Postcard Region 3	8	4	4	3	0	1	0	4	0
Direct Mail - Special Package Region 1	163	161	2	2	0	0	0	133	9
Direct Mail - Special Package Region 2	68	62	6	5	1	0	0	50	0
Direct Mail - Special Package Region 3	6	3	3	3	0	0	0	3	0
Valassis - Zone 1	213	202	11	6	2	3	0	156	0
Valassis - Zone 2	31	30	1	1	0	0	0	24	0
Campaign Totals	1,005	969	36	24	4	8	0	0	9
<b>New Market</b>									
Radio - Station A	35	28	7	5	0	2	0	20	0
Campaign Totals	35	28	7	5	0	2	0		0
<b>Customer Upgrade</b>									
Direct Mail - Offer A Letter	75	71	4	4	0	0	0	40	0
E-Mail - Offer A Message	7	5	2	2	0	0	0	4	6
Campaign Totals	82	76	6	6	0	0	0		6
<b>Acquisition</b>									
Billboard - Region 3	4	3	1	1	0	0	0	3	0
Campaign Totals	4	3	1	1	0	0	0		0