

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AA Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 6.47% |
| % 100,000 - \$149,999 | 15.84% |
| % 75,000 - 99,999 | 16.53% |
| % 50,000 - 74,999 | 24.63% |
| % 35,000 - 49,999 | 16.10% |
| % 25,000 - 34,999 | 9.35% |
| % Less Than 25,000 | 11.07% |
| Avg HH Income | \$75,345 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 3.14% |
| % 1 Vehicle | 32.24% |
| % 2 Vehicles | 48.44% |
| % 3 - 4 Vehicles | 15.58% |
| % 5+ Vehicles | 0.60% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 54.93% |
| % Single/Divorced/Widowed | 45.07% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 6.79% |
| % Age 25 - 34 | 25.86% |
| % Age 35 - 44 | 25.75% |
| % Age 45 - 54 | 22.11% |
| % Age 55 - 64 | 12.86% |
| % Age 65 Plus | 6.63% |
| Median Age | 33.60 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 70.79% |
| % Black | 5.77% |
| % Asian/Pacific Islander | 9.74% |
| % Hispanic | 11.98% |
| % Other (all others) | 1.72% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 72.60% |
| % Age 25 - 54 | 70.96% |
| % Age 55+ | 18.25% |
| Median Adult Age | 40.21 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 44.41% |
| % College 1 - 3 Years | 34.07% |
| % High School Graduate | 16.66% |
| % Less than HS Graduate | 4.86% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 38.74% |
| % Married w/Child | 31.58% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 77.64% |
| % Blue Collar | 13.71% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 24.84% |
| % 2 Person HH | 31.94% |
| % 3 - 4 Person HH | 35.26% |
| % 5 Plus Person HH | 7.96% |
| Current Year Avg HH Size | 2.54 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 2.73% |
| % Families w/ 1 Worker | 23.69% |
| % Families w/ 2 Workers | 59.04% |
| % Families w/ 3+ Workers | 14.54% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 14.89% |
| % 1990 - 1998 | 31.68% |
| % 1980 - 1989 | 37.43% |
| % 1970 - 1979 | 15.04% |
| % Before 1970 | 0.96% |
| % Owner Occupied | 56.89% |
| Avg Home Value | \$180,788 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 82.56% |
| % Spanish | 8.38% |
| % French | 0.41% |
| % German | 0.50% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AB Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 5.49% |
| % 100,000 - \$149,999 | 13.56% |
| % 75,000 - 99,999 | 16.19% |
| % 50,000 - 74,999 | 26.11% |
| % 35,000 - 49,999 | 16.66% |
| % 25,000 - 34,999 | 9.94% |
| % Less Than 25,000 | 12.05% |
| Avg HH Income | \$70,689 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 3.11% |
| % 1 Vehicle | 40.51% |
| % 2 Vehicles | 45.26% |
| % 3 - 4 Vehicles | 10.61% |
| % 5+ Vehicles | 0.51% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 45.76% |
| % Single/Divorced/Widowed | 54.24% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 7.33% |
| % Age 25 - 34 | 30.44% |
| % Age 35 - 44 | 22.84% |
| % Age 45 - 54 | 20.15% |
| % Age 55 - 64 | 12.59% |
| % Age 65 Plus | 6.65% |
| Median Age | 34.78 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 76.09% |
| % Black | 3.55% |
| % Asian/Pacific Islander | 6.70% |
| % Hispanic | 11.68% |
| % Other (all others) | 1.98% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 71.66% |
| % Age 25 - 54 | 71.81% |
| % Age 55+ | 19.73% |
| Median Adult Age | 39.94 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 55.67% |
| % College 1 - 3 Years | 28.78% |
| % High School Graduate | 11.69% |
| % Less than HS Graduate | 3.86% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 24.41% |
| % Married w/Child | 18.18% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 84.00% |
| % Blue Collar | 9.12% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 36.32% |
| % 2 Person HH | 35.71% |
| % 3 - 4 Person HH | 23.11% |
| % 5 Plus Person HH | 4.86% |
| Current Year Avg HH Size | 2.02 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 2.70% |
| % Families w/ 1 Worker | 24.54% |
| % Families w/ 2 Workers | 64.52% |
| % Families w/ 3+ Workers | 8.25% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 23.43% |
| % 1990 - 1998 | 27.88% |
| % 1980 - 1989 | 31.47% |
| % 1970 - 1979 | 15.90% |
| % Before 1970 | 1.32% |
| % Owner Occupied | 43.31% |
| Avg Home Value | \$163,513 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 82.53% |
| % Spanish | 9.27% |
| % French | 0.76% |
| % German | 1.08% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AC Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|------------------------------|----------|
| % 150,000 Plus | 14.93% |
| % 100,000 - \$149,999 | 16.78% |
| % 75,000 - 99,999 | 14.18% |
| % 50,000 - 74,999 | 20.38% |
| % 35,000 - 49,999 | 13.71% |
| % 25,000 - 34,999 | 8.94% |
| % Less Than 25,000 | 11.09% |
| Avg HH Income | \$92,965 |

Current Year Household Vehicles

| | |
|-------------------------|--------|
| % No Vehicles | 3.30% |
| % 1 Vehicle | 35.89% |
| % 2 Vehicles | 45.06% |
| % 3 - 4 Vehicles | 14.49% |
| % 5+ Vehicles | 1.26% |

2000 Population - Marital Status

| | |
|----------------------------------|--------|
| % Married | 54.22% |
| % Single/Divorced/Widowed | 45.78% |

Current Year Head of Household Age

| | |
|---------------------------|--------|
| % Age 24 and under | 5.59% |
| % Age 25 - 34 | 21.69% |
| % Age 35 - 44 | 22.53% |
| % Age 45 - 54 | 23.60% |
| % Age 55 - 64 | 14.96% |
| % Age 65 Plus | 11.64% |
| Median Age | 37.83 |

Current Year Population - Race

| | |
|---------------------------------|--------|
| % White | 76.28% |
| % Black | 2.65% |
| % Asian/Pacific Islander | 8.53% |
| % Hispanic | 10.68% |
| % Other (all others) | 1.85% |

Current Year Adult Population

| | |
|-------------------------|--------|
| % Age 18 - 49 | 64.73% |
| % Age 25 - 54 | 65.85% |
| % Age 55+ | 25.01% |
| Median Adult Age | 43.94 |

Current Year Population - Education
Persons 25+ years

| | |
|--------------------------------|--------|
| % College 4+ Years | 61.66% |
| % College 1 - 3 Years | 25.18% |
| % High School Graduate | 9.80% |
| % Less than HS Graduate | 3.36% |

2000 HHs with Children

| | |
|----------------------------|--------|
| % Total HHs w/Child | 30.21% |
| % Married w/Child | 24.71% |

Current Year Population - Occupation
Persons 16+ years

| | |
|-----------------------|--------|
| % White Collar | 84.28% |
| % Blue Collar | 8.47% |

2000 Household Size

| | |
|---------------------------------|--------|
| % 1 Person HH | 31.60% |
| % 2 Person HH | 34.78% |
| % 3 - 4 Person HH | 27.88% |
| % 5 Plus Person HH | 5.74% |
| Current Year Avg HH Size | 2.25 |

2000 Population - Employment

| | |
|---------------------------------|--------|
| % Families w/ 0 Workers | 7.46% |
| % Families w/ 1 Worker | 26.17% |
| % Families w/ 2 Workers | 55.43% |
| % Families w/ 3+ Workers | 10.94% |

Current Year Housing Units
Year Structure Built

| | |
|------------------------------|-----------|
| % 1999 - Current Year | 20.81% |
| % 1990 - 1998 | 25.51% |
| % 1980 - 1989 | 36.26% |
| % 1970 - 1979 | 13.95% |
| % Before 1970 | 3.46% |
| % Owner Occupied | 53.88% |
| Avg Home Value | \$289,248 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|------------------|--------|
| % English | 82.07% |
| % Spanish | 7.63% |
| % French | 0.87% |
| % German | 1.23% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AD Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 3.12% |
| % 100,000 - \$149,999 | 9.78% |
| % 75,000 - 99,999 | 13.09% |
| % 50,000 - 74,999 | 23.01% |
| % 35,000 - 49,999 | 18.82% |
| % 25,000 - 34,999 | 12.73% |
| % Less Than 25,000 | 19.44% |
| Avg HH Income | \$58,782 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 5.91% |
| % 1 Vehicle | 44.37% |
| % 2 Vehicles | 38.18% |
| % 3 - 4 Vehicles | 10.92% |
| % 5+ Vehicles | 0.63% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 41.15% |
| % Single/Divorced/Widowed | 58.85% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 7.68% |
| % Age 25 - 34 | 23.17% |
| % Age 35 - 44 | 21.48% |
| % Age 45 - 54 | 20.95% |
| % Age 55 - 64 | 12.50% |
| % Age 65 Plus | 14.23% |
| Median Age | 36.36 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 62.53% |
| % Black | 6.91% |
| % Asian/Pacific Islander | 5.97% |
| % Hispanic | 22.27% |
| % Other (all others) | 2.33% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 65.34% |
| % Age 25 - 54 | 64.52% |
| % Age 55+ | 25.50% |
| Median Adult Age | 42.33 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 39.59% |
| % College 1 - 3 Years | 28.73% |
| % High School Graduate | 18.39% |
| % Less than HS Graduate | 13.30% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 27.37% |
| % Married w/Child | 17.67% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 70.81% |
| % Blue Collar | 16.83% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 33.56% |
| % 2 Person HH | 34.22% |
| % 3 - 4 Person HH | 24.66% |
| % 5 Plus Person HH | 7.56% |
| Current Year Avg HH Size | 2.19 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 8.75% |
| % Families w/ 1 Worker | 28.33% |
| % Families w/ 2 Workers | 50.96% |
| % Families w/ 3+ Workers | 11.97% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 6.10% |
| % 1990 - 1998 | 8.78% |
| % 1980 - 1989 | 27.19% |
| % 1970 - 1979 | 19.70% |
| % Before 1970 | 38.23% |
| % Owner Occupied | 50.30% |
| Avg Home Value | \$167,278 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 71.12% |
| % Spanish | 20.20% |
| % French | 0.39% |
| % German | 0.72% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AF Valpak of Austin
City/State: LEANDER, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|----------|
| % 150,000 Plus | 10.82% |
| % 100,000 - \$149,999 | 17.61% |
| % 75,000 - 99,999 | 15.47% |
| % 50,000 - 74,999 | 21.72% |
| % 35,000 - 49,999 | 14.95% |
| % 25,000 - 34,999 | 8.06% |
| % Less Than 25,000 | 11.37% |
| Avg HH Income | \$84,125 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 2.20% |
| % 1 Vehicle | 25.96% |
| % 2 Vehicles | 52.85% |
| % 3 - 4 Vehicles | 17.94% |
| % 5+ Vehicles | 1.05% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 62.55% |
| % Single/Divorced/Widowed | 37.45% |

Current Year Head of Household Age

| | |
|--------------------|--------|
| % Age 24 and under | 4.44% |
| % Age 25 - 34 | 14.44% |
| % Age 35 - 44 | 23.03% |
| % Age 45 - 54 | 24.13% |
| % Age 55 - 64 | 16.64% |
| % Age 65 Plus | 17.31% |
| Median Age | 38.24 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 82.92% |
| % Black | 2.73% |
| % Asian/Pacific Islander | 1.88% |
| % Hispanic | 10.69% |
| % Other (all others) | 1.78% |

Current Year Adult Population

| | |
|-------------------------|--------|
| % Age 18 - 49 | 59.68% |
| % Age 25 - 54 | 59.70% |
| % Age 55+ | 30.05% |
| Median Adult Age | 45.86 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 34.71% |
| % College 1 - 3 Years | 36.35% |
| % High School Graduate | 20.19% |
| % Less than HS Graduate | 8.75% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 38.15% |
| % Married w/Child | 30.68% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 70.52% |
| % Blue Collar | 19.31% |

2000 Household Size

| | |
|---------------------------------|--------|
| % 1 Person HH | 20.81% |
| % 2 Person HH | 36.89% |
| % 3 - 4 Person HH | 32.10% |
| % 5 Plus Person HH | 10.20% |
| Current Year Avg HH Size | 2.62 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 10.27% |
| % Families w/ 1 Worker | 25.54% |
| % Families w/ 2 Workers | 53.71% |
| % Families w/ 3+ Workers | 10.48% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|-----------|
| % 1999 - Current Year | 45.00% |
| % 1990 - 1998 | 20.41% |
| % 1980 - 1989 | 17.74% |
| % 1970 - 1979 | 10.20% |
| % Before 1970 | 6.66% |
| % Owner Occupied | 81.00% |
| Avg Home Value | \$209,021 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 89.47% |
| % Spanish | 7.54% |
| % French | 0.31% |
| % German | 1.04% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AG Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|------------------------------|-----------|
| % 150,000 Plus | 34.19% |
| % 100,000 - \$149,999 | 19.04% |
| % 75,000 - 99,999 | 11.28% |
| % 50,000 - 74,999 | 11.65% |
| % 35,000 - 49,999 | 9.62% |
| % 25,000 - 34,999 | 4.43% |
| % Less Than 25,000 | 9.78% |
| Avg HH Income | \$153,287 |

Current Year Household Vehicles

| | |
|-------------------------|--------|
| % No Vehicles | 2.39% |
| % 1 Vehicle | 25.41% |
| % 2 Vehicles | 49.59% |
| % 3 - 4 Vehicles | 21.48% |
| % 5+ Vehicles | 1.13% |

2000 Population - Marital Status

| | |
|----------------------------------|--------|
| % Married | 61.97% |
| % Single/Divorced/Widowed | 38.03% |

Current Year Head of Household Age

| | |
|---------------------------|--------|
| % Age 24 and under | 4.30% |
| % Age 25 - 34 | 13.97% |
| % Age 35 - 44 | 14.64% |
| % Age 45 - 54 | 31.30% |
| % Age 55 - 64 | 20.69% |
| % Age 65 Plus | 15.10% |
| Median Age | 41.23 |

Current Year Population - Race

| | |
|---------------------------------|--------|
| % White | 88.89% |
| % Black | 0.56% |
| % Asian/Pacific Islander | 3.88% |
| % Hispanic | 5.36% |
| % Other (all others) | 1.30% |

Current Year Adult Population

| | |
|-------------------------|--------|
| % Age 18 - 49 | 55.42% |
| % Age 25 - 54 | 57.13% |
| % Age 55+ | 30.64% |
| Median Adult Age | 48.16 |

Current Year Population - Education
Persons 25+ years

| | |
|--------------------------------|--------|
| % College 4+ Years | 75.21% |
| % College 1 - 3 Years | 16.94% |
| % High School Graduate | 5.89% |
| % Less than HS Graduate | 1.96% |

2000 HHs with Children

| | |
|----------------------------|--------|
| % Total HHs w/Child | 40.03% |
| % Married w/Child | 34.23% |

Current Year Population - Occupation
Persons 16+ years

| | |
|-----------------------|--------|
| % White Collar | 90.39% |
| % Blue Collar | 4.24% |

2000 Household Size

| | |
|---------------------------------|--------|
| % 1 Person HH | 22.79% |
| % 2 Person HH | 33.51% |
| % 3 - 4 Person HH | 33.93% |
| % 5 Plus Person HH | 9.78% |
| Current Year Avg HH Size | 2.60 |

2000 Population - Employment

| | |
|---------------------------------|--------|
| % Families w/ 0 Workers | 6.02% |
| % Families w/ 1 Worker | 36.29% |
| % Families w/ 2 Workers | 48.85% |
| % Families w/ 3+ Workers | 8.84% |

Current Year Housing Units
Year Structure Built

| | |
|------------------------------|-----------|
| % 1999 - Current Year | 15.94% |
| % 1990 - 1998 | 24.50% |
| % 1980 - 1989 | 30.87% |
| % 1970 - 1979 | 18.38% |
| % Before 1970 | 10.30% |
| % Owner Occupied | 72.52% |
| Avg Home Value | \$514,231 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|------------------|--------|
| % English | 88.14% |
| % Spanish | 6.17% |
| % French | 0.78% |
| % German | 0.68% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AH Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 3.89% |
| % 100,000 - \$149,999 | 10.12% |
| % 75,000 - 99,999 | 12.62% |
| % 50,000 - 74,999 | 24.34% |
| % 35,000 - 49,999 | 18.23% |
| % 25,000 - 34,999 | 12.57% |
| % Less Than 25,000 | 18.23% |
| Avg HH Income | \$61,863 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 5.47% |
| % 1 Vehicle | 42.76% |
| % 2 Vehicles | 38.50% |
| % 3 - 4 Vehicles | 12.80% |
| % 5+ Vehicles | 0.47% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 41.49% |
| % Single/Divorced/Widowed | 58.51% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 6.69% |
| % Age 25 - 34 | 23.78% |
| % Age 35 - 44 | 22.06% |
| % Age 45 - 54 | 20.56% |
| % Age 55 - 64 | 14.87% |
| % Age 65 Plus | 12.03% |
| Median Age | 36.44 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 64.67% |
| % Black | 4.22% |
| % Asian/Pacific Islander | 1.78% |
| % Hispanic | 26.99% |
| % Other (all others) | 2.33% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 65.78% |
| % Age 25 - 54 | 66.28% |
| % Age 55+ | 24.85% |
| Median Adult Age | 42.07 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 40.57% |
| % College 1 - 3 Years | 31.58% |
| % High School Graduate | 16.85% |
| % Less than HS Graduate | 11.00% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 25.11% |
| % Married w/Child | 17.74% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 69.92% |
| % Blue Collar | 16.18% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 34.32% |
| % 2 Person HH | 34.30% |
| % 3 - 4 Person HH | 24.80% |
| % 5 Plus Person HH | 6.57% |
| Current Year Avg HH Size | 2.17 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 6.09% |
| % Families w/ 1 Worker | 25.75% |
| % Families w/ 2 Workers | 56.00% |
| % Families w/ 3+ Workers | 12.16% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 13.12% |
| % 1990 - 1998 | 6.73% |
| % 1980 - 1989 | 22.13% |
| % 1970 - 1979 | 29.13% |
| % Before 1970 | 28.89% |
| % Owner Occupied | 49.76% |
| Avg Home Value | \$178,336 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 75.20% |
| % Spanish | 21.37% |
| % French | 0.53% |
| % German | 0.59% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AJ Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 5.84% |
| % 100,000 - \$149,999 | 13.40% |
| % 75,000 - 99,999 | 17.82% |
| % 50,000 - 74,999 | 27.36% |
| % 35,000 - 49,999 | 16.90% |
| % 25,000 - 34,999 | 8.41% |
| % Less Than 25,000 | 10.26% |
| Avg HH Income | \$73,815 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 2.33% |
| % 1 Vehicle | 30.02% |
| % 2 Vehicles | 49.69% |
| % 3 - 4 Vehicles | 16.50% |
| % 5+ Vehicles | 1.47% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 56.96% |
| % Single/Divorced/Widowed | 43.04% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 4.94% |
| % Age 25 - 34 | 16.97% |
| % Age 35 - 44 | 23.22% |
| % Age 45 - 54 | 23.02% |
| % Age 55 - 64 | 17.10% |
| % Age 65 Plus | 14.76% |
| Median Age | 37.12 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 63.67% |
| % Black | 4.06% |
| % Asian/Pacific Islander | 2.05% |
| % Hispanic | 28.67% |
| % Other (all others) | 1.56% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 62.02% |
| % Age 25 - 54 | 61.90% |
| % Age 55+ | 27.85% |
| Median Adult Age | 44.39 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 34.99% |
| % College 1 - 3 Years | 34.41% |
| % High School Graduate | 21.94% |
| % Less than HS Graduate | 8.66% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 40.27% |
| % Married w/Child | 29.06% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 72.61% |
| % Blue Collar | 16.04% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 19.21% |
| % 2 Person HH | 36.59% |
| % 3 - 4 Person HH | 34.55% |
| % 5 Plus Person HH | 9.65% |
| Current Year Avg HH Size | 2.61 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 6.62% |
| % Families w/ 1 Worker | 24.77% |
| % Families w/ 2 Workers | 55.47% |
| % Families w/ 3+ Workers | 13.15% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 26.12% |
| % 1990 - 1998 | 18.26% |
| % 1980 - 1989 | 34.54% |
| % 1970 - 1979 | 15.85% |
| % Before 1970 | 5.24% |
| % Owner Occupied | 75.55% |
| Avg Home Value | \$167,577 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 74.82% |
| % Spanish | 20.94% |
| % French | 0.32% |
| % German | 0.58% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AK Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|------------------------------|----------|
| % 150,000 Plus | 2.68% |
| % 100,000 - \$149,999 | 7.96% |
| % 75,000 - 99,999 | 12.07% |
| % 50,000 - 74,999 | 22.58% |
| % 35,000 - 49,999 | 17.60% |
| % 25,000 - 34,999 | 13.34% |
| % Less Than 25,000 | 23.78% |
| Avg HH Income | \$55,631 |

Current Year Household Vehicles

| | |
|-------------------------|--------|
| % No Vehicles | 7.46% |
| % 1 Vehicle | 40.86% |
| % 2 Vehicles | 38.16% |
| % 3 - 4 Vehicles | 12.50% |
| % 5+ Vehicles | 1.02% |

2000 Population - Marital Status

| | |
|----------------------------------|--------|
| % Married | 43.25% |
| % Single/Divorced/Widowed | 56.75% |

Current Year Head of Household Age

| | |
|---------------------------|--------|
| % Age 24 and under | 8.90% |
| % Age 25 - 34 | 23.05% |
| % Age 35 - 44 | 24.37% |
| % Age 45 - 54 | 20.08% |
| % Age 55 - 64 | 12.80% |
| % Age 65 Plus | 10.79% |
| Median Age | 32.32 |

Current Year Population - Race

| | |
|---------------------------------|--------|
| % White | 36.31% |
| % Black | 19.60% |
| % Asian/Pacific Islander | 6.62% |
| % Hispanic | 35.48% |
| % Other (all others) | 1.98% |

Current Year Adult Population

| | |
|-------------------------|--------|
| % Age 18 - 49 | 70.28% |
| % Age 25 - 54 | 65.76% |
| % Age 55+ | 21.38% |
| Median Adult Age | 40.14 |

Current Year Population - Education
Persons 25+ years

| | |
|--------------------------------|--------|
| % College 4+ Years | 24.03% |
| % College 1 - 3 Years | 31.64% |
| % High School Graduate | 23.88% |
| % Less than HS Graduate | 20.45% |

2000 HHs with Children

| | |
|----------------------------|--------|
| % Total HHs w/Child | 36.28% |
| % Married w/Child | 22.43% |

Current Year Population - Occupation
Persons 16+ years

| | |
|-----------------------|--------|
| % White Collar | 58.78% |
| % Blue Collar | 27.44% |

2000 Household Size

| | |
|---------------------------------|--------|
| % 1 Person HH | 28.23% |
| % 2 Person HH | 30.05% |
| % 3 - 4 Person HH | 28.89% |
| % 5 Plus Person HH | 12.82% |
| Current Year Avg HH Size | 2.65 |

2000 Population - Employment

| | |
|---------------------------------|--------|
| % Families w/ 0 Workers | 7.08% |
| % Families w/ 1 Worker | 33.33% |
| % Families w/ 2 Workers | 45.68% |
| % Families w/ 3+ Workers | 13.91% |

Current Year Housing Units
Year Structure Built

| | |
|------------------------------|-----------|
| % 1999 - Current Year | 20.28% |
| % 1990 - 1998 | 11.70% |
| % 1980 - 1989 | 26.11% |
| % 1970 - 1979 | 25.54% |
| % Before 1970 | 16.36% |
| % Owner Occupied | 48.15% |
| Avg Home Value | \$134,149 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|------------------|--------|
| % English | 62.02% |
| % Spanish | 30.42% |
| % French | 0.36% |
| % German | 0.60% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AL Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

| Current Year Household Income | |
|--------------------------------------|-----------|
| % 150,000 Plus | 22.75% |
| % 100,000 - \$149,999 | 19.29% |
| % 75,000 - 99,999 | 15.19% |
| % 50,000 - 74,999 | 15.94% |
| % 35,000 - 49,999 | 10.62% |
| % 25,000 - 34,999 | 7.14% |
| % Less Than 25,000 | 9.08% |
| Avg HH Income | \$115,301 |

| Current Year Household Vehicles | |
|--|--------|
| % No Vehicles | 0.94% |
| % 1 Vehicle | 21.85% |
| % 2 Vehicles | 53.93% |
| % 3 - 4 Vehicles | 21.97% |
| % 5+ Vehicles | 1.31% |

| Current Year Head of Household Age | |
|---|--------|
| % Age 24 and under | 2.06% |
| % Age 25 - 34 | 8.62% |
| % Age 35 - 44 | 17.31% |
| % Age 45 - 54 | 28.43% |
| % Age 55 - 64 | 21.51% |
| % Age 65 Plus | 22.08% |
| Median Age | 45.02 |

| 2000 Population - Marital Status | |
|---|--------|
| % Married | 68.99% |
| % Single/Divorced/Widowed | 31.01% |

| Current Year Adult Population | |
|--------------------------------------|--------|
| % Age 18 - 49 | 49.95% |
| % Age 25 - 54 | 52.49% |
| % Age 55+ | 37.80% |
| Median Adult Age | 50.02 |

| Current Year Population - Race | |
|---------------------------------------|--------|
| % White | 91.94% |
| % Black | 0.71% |
| % Asian/Pacific Islander | 1.13% |
| % Hispanic | 4.94% |
| % Other (all others) | 1.28% |

| 2000 HHs with Children | |
|-------------------------------|--------|
| % Total HHs w/Child | 33.15% |
| % Married w/Child | 28.51% |

| Current Year Population - Education | |
|--|--------|
| <i>Persons 25+ years</i> | |
| % College 4+ Years | 50.46% |
| % College 1 - 3 Years | 30.67% |
| % High School Graduate | 13.36% |
| % Less than HS Graduate | 5.51% |

| 2000 Household Size | |
|---------------------------------|--------|
| % 1 Person HH | 18.27% |
| % 2 Person HH | 43.23% |
| % 3 - 4 Person HH | 31.43% |
| % 5 Plus Person HH | 7.07% |
| Current Year Avg HH Size | 2.55 |

| Current Year Population - Occupation | |
|---|--------|
| <i>Persons 16+ years</i> | |
| % White Collar | 77.87% |
| % Blue Collar | 12.34% |

| Current Year Housing Units | |
|-----------------------------------|-----------|
| <i>Year Structure Built</i> | |
| % 1999 - Current Year | 35.19% |
| % 1990 - 1998 | 22.16% |
| % 1980 - 1989 | 24.87% |
| % 1970 - 1979 | 10.84% |
| % Before 1970 | 6.94% |
| % Owner Occupied | 85.07% |
| Avg Home Value | \$356,785 |

| 2000 Population - Employment | |
|-------------------------------------|--------|
| % Families w/ 0 Workers | 15.73% |
| % Families w/ 1 Worker | 27.54% |
| % Families w/ 2 Workers | 46.42% |
| % Families w/ 3+ Workers | 10.31% |

| 2000 Population - Speaks at Home | |
|---|--------|
| <i>Persons 5+ years</i> | |
| % English | 91.05% |
| % Spanish | 6.45% |
| % French | 0.29% |
| % German | 0.41% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AM Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|----------|
| % 150,000 Plus | 6.07% |
| % 100,000 - \$149,999 | 11.93% |
| % 75,000 - 99,999 | 13.72% |
| % 50,000 - 74,999 | 20.57% |
| % 35,000 - 49,999 | 18.45% |
| % 25,000 - 34,999 | 11.92% |
| % Less Than 25,000 | 17.35% |
| Avg HH Income | \$67,035 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 5.79% |
| % 1 Vehicle | 45.15% |
| % 2 Vehicles | 38.81% |
| % 3 - 4 Vehicles | 9.70% |
| % 5+ Vehicles | 0.55% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 42.83% |
| % Single/Divorced/Widowed | 57.17% |

Current Year Head of Household Age

| | |
|--------------------|--------|
| % Age 24 and under | 6.61% |
| % Age 25 - 34 | 22.21% |
| % Age 35 - 44 | 19.96% |
| % Age 45 - 54 | 18.56% |
| % Age 55 - 64 | 14.43% |
| % Age 65 Plus | 18.23% |
| Median Age | 37.98 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 69.20% |
| % Black | 4.54% |
| % Asian/Pacific Islander | 4.48% |
| % Hispanic | 19.82% |
| % Other (all others) | 1.96% |

Current Year Adult Population

| | |
|-------------------------|--------|
| % Age 18 - 49 | 61.72% |
| % Age 25 - 54 | 61.71% |
| % Age 55+ | 29.64% |
| Median Adult Age | 43.46 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 47.32% |
| % College 1 - 3 Years | 27.28% |
| % High School Graduate | 16.21% |
| % Less than HS Graduate | 9.19% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 21.39% |
| % Married w/Child | 15.31% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 73.32% |
| % Blue Collar | 14.15% |

2000 Household Size

| | |
|---------------------------------|--------|
| % 1 Person HH | 37.54% |
| % 2 Person HH | 35.11% |
| % 3 - 4 Person HH | 20.79% |
| % 5 Plus Person HH | 6.56% |
| Current Year Avg HH Size | 2.07 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 11.78% |
| % Families w/ 1 Worker | 26.28% |
| % Families w/ 2 Workers | 51.51% |
| % Families w/ 3+ Workers | 10.42% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|-----------|
| % 1999 - Current Year | 3.81% |
| % 1990 - 1998 | 7.15% |
| % 1980 - 1989 | 25.74% |
| % 1970 - 1979 | 37.78% |
| % Before 1970 | 25.51% |
| % Owner Occupied | 46.77% |
| Avg Home Value | \$206,886 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 76.55% |
| % Spanish | 16.72% |
| % French | 0.63% |
| % German | 0.40% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AO Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 03/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|------------------------------|----------|
| % 150,000 Plus | 10.40% |
| % 100,000 - \$149,999 | 26.31% |
| % 75,000 - 99,999 | 22.06% |
| % 50,000 - 74,999 | 22.66% |
| % 35,000 - 49,999 | 9.27% |
| % 25,000 - 34,999 | 3.84% |
| % Less Than 25,000 | 5.45% |
| Avg HH Income | \$96,318 |

Current Year Household Vehicles

| | |
|-------------------------|--------|
| % No Vehicles | 1.56% |
| % 1 Vehicle | 20.43% |
| % 2 Vehicles | 60.47% |
| % 3 - 4 Vehicles | 17.05% |
| % 5+ Vehicles | 0.50% |

Current Year Head of Household Age

| | |
|---------------------------|--------|
| % Age 24 and under | 3.12% |
| % Age 25 - 34 | 14.68% |
| % Age 35 - 44 | 28.32% |
| % Age 45 - 54 | 27.41% |
| % Age 55 - 64 | 17.89% |
| % Age 65 Plus | 8.57% |
| Median Age | 36.60 |

2000 Population - Marital Status

| | |
|----------------------------------|--------|
| % Married | 66.23% |
| % Single/Divorced/Widowed | 33.77% |

Current Year Population - Race

| | |
|---------------------------------|--------|
| % White | 75.12% |
| % Black | 3.53% |
| % Asian/Pacific Islander | 4.80% |
| % Hispanic | 14.94% |
| % Other (all others) | 1.61% |

Current Year Adult Population

| | |
|-------------------------|--------|
| % Age 18 - 49 | 64.92% |
| % Age 25 - 54 | 66.11% |
| % Age 55+ | 23.68% |
| Median Adult Age | 44.13 |

Current Year Population - Education
Persons 25+ years

| | |
|--------------------------------|--------|
| % College 4+ Years | 56.53% |
| % College 1 - 3 Years | 28.84% |
| % High School Graduate | 11.90% |
| % Less than HS Graduate | 2.73% |

2000 HHs with Children

| | |
|----------------------------|--------|
| % Total HHs w/Child | 48.39% |
| % Married w/Child | 41.85% |

Current Year Population - Occupation
Persons 16+ years

| | |
|-----------------------|--------|
| % White Collar | 84.76% |
| % Blue Collar | 8.44% |

2000 Household Size

| | |
|---------------------------------|--------|
| % 1 Person HH | 14.29% |
| % 2 Person HH | 32.52% |
| % 3 - 4 Person HH | 42.41% |
| % 5 Plus Person HH | 10.78% |
| Current Year Avg HH Size | 2.77 |

2000 Population - Employment

| | |
|---------------------------------|--------|
| % Families w/ 0 Workers | 2.94% |
| % Families w/ 1 Worker | 22.83% |
| % Families w/ 2 Workers | 63.58% |
| % Families w/ 3+ Workers | 10.65% |

Current Year Housing Units
Year Structure Built

| | |
|------------------------------|-----------|
| % 1999 - Current Year | 33.56% |
| % 1990 - 1998 | 33.09% |
| % 1980 - 1989 | 26.24% |
| % 1970 - 1979 | 5.92% |
| % Before 1970 | 1.19% |
| % Owner Occupied | 91.03% |
| Avg Home Value | \$198,241 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|------------------|--------|
| % English | 82.48% |
| % Spanish | 10.56% |
| % French | 0.34% |
| % German | 0.59% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AP Valpak of Austin
City/State: PFLUGERVILLE, TX

Next Projected Mail Date: 03/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 6.58% |
| % 100,000 - \$149,999 | 19.95% |
| % 75,000 - 99,999 | 22.28% |
| % 50,000 - 74,999 | 25.95% |
| % 35,000 - 49,999 | 12.44% |
| % 25,000 - 34,999 | 6.42% |
| % Less Than 25,000 | 6.39% |
| Avg HH Income | \$84,085 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 1.49% |
| % 1 Vehicle | 21.68% |
| % 2 Vehicles | 54.90% |
| % 3 - 4 Vehicles | 20.61% |
| % 5+ Vehicles | 1.32% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 3.37% |
| % Age 25 - 34 | 16.48% |
| % Age 35 - 44 | 29.89% |
| % Age 45 - 54 | 28.05% |
| % Age 55 - 64 | 14.78% |
| % Age 65 Plus | 7.44% |
| Median Age | 33.90 |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 62.61% |
| % Single/Divorced/Widowed | 37.39% |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 60.27% |
| % Black | 12.00% |
| % Asian/Pacific Islander | 4.85% |
| % Hispanic | 21.31% |
| % Other (all others) | 1.56% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 69.35% |
| % Age 25 - 54 | 67.37% |
| % Age 55+ | 19.93% |
| Median Adult Age | 42.44 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 32.63% |
| % College 1 - 3 Years | 36.88% |
| % High School Graduate | 21.30% |
| % Less than HS Graduate | 9.19% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 56.92% |
| % Married w/Child | 46.29% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 70.24% |
| % Blue Collar | 18.78% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 11.60% |
| % 2 Person HH | 27.03% |
| % 3 - 4 Person HH | 45.77% |
| % 5 Plus Person HH | 15.60% |
| Current Year Avg HH Size | 3.16 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 3.22% |
| % Families w/ 1 Worker | 21.72% |
| % Families w/ 2 Workers | 58.28% |
| % Families w/ 3+ Workers | 16.77% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 52.40% |
| % 1990 - 1998 | 26.29% |
| % 1980 - 1989 | 13.76% |
| % 1970 - 1979 | 4.77% |
| % Before 1970 | 2.79% |
| % Owner Occupied | 90.74% |
| Avg Home Value | \$150,289 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 79.32% |
| % Spanish | 14.61% |
| % French | 0.16% |
| % German | 0.59% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AR Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

| | |
|------------------------------|-----------|
| % 150,000 Plus | 19.73% |
| % 100,000 - \$149,999 | 27.82% |
| % 75,000 - 99,999 | 21.48% |
| % 50,000 - 74,999 | 14.88% |
| % 35,000 - 49,999 | 9.09% |
| % 25,000 - 34,999 | 3.93% |
| % Less Than 25,000 | 3.08% |
| Avg HH Income | \$114,918 |

| | |
|-------------------------|--------|
| % No Vehicles | 0.91% |
| % 1 Vehicle | 15.54% |
| % 2 Vehicles | 57.87% |
| % 3 - 4 Vehicles | 24.53% |
| % 5+ Vehicles | 1.16% |

| | |
|----------------------------------|--------|
| % Married | 69.66% |
| % Single/Divorced/Widowed | 30.34% |

| | |
|---------------------------|--------|
| % Age 24 and under | 2.13% |
| % Age 25 - 34 | 12.64% |
| % Age 35 - 44 | 24.51% |
| % Age 45 - 54 | 31.20% |
| % Age 55 - 64 | 19.24% |
| % Age 65 Plus | 10.27% |
| Median Age | 36.60 |

| | |
|---------------------------------|--------|
| % White | 76.99% |
| % Black | 2.40% |
| % Asian/Pacific Islander | 5.23% |
| % Hispanic | 13.58% |
| % Other (all others) | 1.79% |

| | |
|-------------------------|--------|
| % Age 18 - 49 | 62.54% |
| % Age 25 - 54 | 62.54% |
| % Age 55+ | 25.23% |
| Median Adult Age | 45.58 |

| | |
|--------------------------------|--------|
| % College 4+ Years | 53.92% |
| % College 1 - 3 Years | 28.45% |
| % High School Graduate | 13.26% |
| % Less than HS Graduate | 4.37% |

| | |
|----------------------------|--------|
| % Total HHs w/Child | 55.48% |
| % Married w/Child | 49.70% |

| | |
|-----------------------|--------|
| % White Collar | 83.46% |
| % Blue Collar | 9.04% |

| | |
|---------------------------------|--------|
| % 1 Person HH | 8.59% |
| % 2 Person HH | 30.52% |
| % 3 - 4 Person HH | 47.36% |
| % 5 Plus Person HH | 13.52% |
| Current Year Avg HH Size | 3.08 |

| | |
|---------------------------------|--------|
| % Families w/ 0 Workers | 4.73% |
| % Families w/ 1 Worker | 27.17% |
| % Families w/ 2 Workers | 54.70% |
| % Families w/ 3+ Workers | 13.39% |

| | |
|------------------------------|-----------|
| % 1999 - Current Year | 46.75% |
| % 1990 - 1998 | 28.53% |
| % 1980 - 1989 | 19.04% |
| % 1970 - 1979 | 4.65% |
| % Before 1970 | 1.02% |
| % Owner Occupied | 93.92% |
| Avg Home Value | \$250,682 |

| | |
|------------------|--------|
| % English | 85.23% |
| % Spanish | 8.99% |
| % French | 0.24% |
| % German | 0.62% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AS Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|------------------------------|-----------|
| % 150,000 Plus | 24.83% |
| % 100,000 - \$149,999 | 21.45% |
| % 75,000 - 99,999 | 14.34% |
| % 50,000 - 74,999 | 16.26% |
| % 35,000 - 49,999 | 8.73% |
| % 25,000 - 34,999 | 5.04% |
| % Less Than 25,000 | 9.36% |
| Avg HH Income | \$125,000 |

Current Year Household Vehicles

| | |
|-------------------------|--------|
| % No Vehicles | 2.81% |
| % 1 Vehicle | 20.37% |
| % 2 Vehicles | 52.09% |
| % 3 - 4 Vehicles | 23.28% |
| % 5+ Vehicles | 1.45% |

2000 Population - Marital Status

| | |
|----------------------------------|--------|
| % Married | 66.45% |
| % Single/Divorced/Widowed | 33.55% |

Current Year Head of Household Age

| | |
|---------------------------|--------|
| % Age 24 and under | 2.60% |
| % Age 25 - 34 | 12.21% |
| % Age 35 - 44 | 20.68% |
| % Age 45 - 54 | 30.46% |
| % Age 55 - 64 | 21.31% |
| % Age 65 Plus | 12.74% |
| Median Age | 40.30 |

Current Year Population - Race

| | |
|---------------------------------|--------|
| % White | 86.10% |
| % Black | 0.90% |
| % Asian/Pacific Islander | 2.74% |
| % Hispanic | 8.89% |
| % Other (all others) | 1.37% |

Current Year Adult Population

| | |
|-------------------------|--------|
| % Age 18 - 49 | 58.36% |
| % Age 25 - 54 | 60.02% |
| % Age 55+ | 29.23% |
| Median Adult Age | 47.12 |

Current Year Population - Education
Persons 25+ years

| | |
|--------------------------------|--------|
| % College 4+ Years | 58.25% |
| % College 1 - 3 Years | 26.00% |
| % High School Graduate | 11.00% |
| % Less than HS Graduate | 4.75% |

2000 HHs with Children

| | |
|----------------------------|--------|
| % Total HHs w/Child | 43.95% |
| % Married w/Child | 37.73% |

Current Year Population - Occupation
Persons 16+ years

| | |
|-----------------------|--------|
| % White Collar | 81.11% |
| % Blue Collar | 9.92% |

2000 Household Size

| | |
|---------------------------------|--------|
| % 1 Person HH | 17.26% |
| % 2 Person HH | 35.19% |
| % 3 - 4 Person HH | 36.02% |
| % 5 Plus Person HH | 11.53% |
| Current Year Avg HH Size | 2.73 |

2000 Population - Employment

| | |
|---------------------------------|--------|
| % Families w/ 0 Workers | 5.98% |
| % Families w/ 1 Worker | 28.34% |
| % Families w/ 2 Workers | 54.39% |
| % Families w/ 3+ Workers | 11.28% |

Current Year Housing Units
Year Structure Built

| | |
|------------------------------|-----------|
| % 1999 - Current Year | 31.82% |
| % 1990 - 1998 | 26.50% |
| % 1980 - 1989 | 20.50% |
| % 1970 - 1979 | 15.34% |
| % Before 1970 | 5.84% |
| % Owner Occupied | 83.44% |
| Avg Home Value | \$344,494 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|------------------|--------|
| % English | 87.23% |
| % Spanish | 8.40% |
| % French | 0.65% |
| % German | 0.59% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AT Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|------------------------------|----------|
| % 150,000 Plus | 17.53% |
| % 100,000 - \$149,999 | 12.93% |
| % 75,000 - 99,999 | 9.44% |
| % 50,000 - 74,999 | 13.69% |
| % 35,000 - 49,999 | 12.19% |
| % 25,000 - 34,999 | 10.02% |
| % Less Than 25,000 | 24.18% |
| Avg HH Income | \$94,029 |

Current Year Household Vehicles

| | |
|-------------------------|--------|
| % No Vehicles | 7.74% |
| % 1 Vehicle | 48.36% |
| % 2 Vehicles | 34.81% |
| % 3 - 4 Vehicles | 8.66% |
| % 5+ Vehicles | 0.42% |

2000 Population - Marital Status

| | |
|----------------------------------|--------|
| % Married | 42.31% |
| % Single/Divorced/Widowed | 57.69% |

Current Year Head of Household Age

| | |
|---------------------------|--------|
| % Age 24 and under | 5.88% |
| % Age 25 - 34 | 23.17% |
| % Age 35 - 44 | 20.33% |
| % Age 45 - 54 | 18.91% |
| % Age 55 - 64 | 14.28% |
| % Age 65 Plus | 17.44% |
| Median Age | 38.96 |

Current Year Population - Race

| | |
|---------------------------------|--------|
| % White | 82.10% |
| % Black | 1.93% |
| % Asian/Pacific Islander | 4.70% |
| % Hispanic | 8.89% |
| % Other (all others) | 2.38% |

Current Year Adult Population

| | |
|-------------------------|--------|
| % Age 18 - 49 | 62.39% |
| % Age 25 - 54 | 64.35% |
| % Age 55+ | 28.78% |
| Median Adult Age | 43.53 |

Current Year Population - Education
Persons 25+ years

| | |
|--------------------------------|--------|
| % College 4+ Years | 67.83% |
| % College 1 - 3 Years | 19.73% |
| % High School Graduate | 6.78% |
| % Less than HS Graduate | 5.66% |

2000 HHs with Children

| | |
|----------------------------|--------|
| % Total HHs w/Child | 19.21% |
| % Married w/Child | 15.36% |

Current Year Population - Occupation
Persons 16+ years

| | |
|-----------------------|--------|
| % White Collar | 83.70% |
| % Blue Collar | 7.45% |

2000 Household Size

| | |
|---------------------------------|--------|
| % 1 Person HH | 43.95% |
| % 2 Person HH | 33.97% |
| % 3 - 4 Person HH | 18.95% |
| % 5 Plus Person HH | 3.14% |
| Current Year Avg HH Size | 1.85 |

2000 Population - Employment

| | |
|---------------------------------|--------|
| % Families w/ 0 Workers | 9.60% |
| % Families w/ 1 Worker | 31.07% |
| % Families w/ 2 Workers | 54.48% |
| % Families w/ 3+ Workers | 4.85% |

Current Year Housing Units
Year Structure Built

| | |
|------------------------------|-----------|
| % 1999 - Current Year | 10.50% |
| % 1990 - 1998 | 3.39% |
| % 1980 - 1989 | 10.53% |
| % 1970 - 1979 | 11.39% |
| % Before 1970 | 64.18% |
| % Owner Occupied | 49.37% |
| Avg Home Value | \$438,796 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|------------------|--------|
| % English | 82.43% |
| % Spanish | 9.50% |
| % French | 0.64% |
| % German | 0.87% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AU Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

| | |
|------------------------------|-----------|
| % 150,000 Plus | 37.34% |
| % 100,000 - \$149,999 | 27.62% |
| % 75,000 - 99,999 | 13.58% |
| % 50,000 - 74,999 | 9.76% |
| % 35,000 - 49,999 | 5.43% |
| % 25,000 - 34,999 | 3.13% |
| % Less Than 25,000 | 3.14% |
| Avg HH Income | \$161,219 |

| | |
|-------------------------|--------|
| % No Vehicles | 1.52% |
| % 1 Vehicle | 20.56% |
| % 2 Vehicles | 59.62% |
| % 3 - 4 Vehicles | 17.30% |
| % 5+ Vehicles | 1.01% |

| | |
|----------------------------------|--------|
| % Married | 71.06% |
| % Single/Divorced/Widowed | 28.94% |

| | |
|---------------------------|--------|
| % Age 24 and under | 3.94% |
| % Age 25 - 34 | 12.31% |
| % Age 35 - 44 | 27.71% |
| % Age 45 - 54 | 27.16% |
| % Age 55 - 64 | 18.23% |
| % Age 65 Plus | 10.64% |
| Median Age | 38.18 |

| | |
|---------------------------------|--------|
| % White | 82.08% |
| % Black | 2.09% |
| % Asian/Pacific Islander | 7.75% |
| % Hispanic | 6.66% |
| % Other (all others) | 1.42% |

| | |
|-------------------------|--------|
| % Age 18 - 49 | 61.97% |
| % Age 25 - 54 | 65.72% |
| % Age 55+ | 25.76% |
| Median Adult Age | 45.49 |

| | |
|--------------------------------|--------|
| % College 4+ Years | 68.98% |
| % College 1 - 3 Years | 22.12% |
| % High School Graduate | 6.99% |
| % Less than HS Graduate | 1.91% |

| | |
|----------------------------|--------|
| % Total HHs w/Child | 39.11% |
| % Married w/Child | 36.74% |

| | |
|-----------------------|--------|
| % White Collar | 90.53% |
| % Blue Collar | 5.31% |

| | |
|---------------------------------|--------|
| % 1 Person HH | 19.95% |
| % 2 Person HH | 37.30% |
| % 3 - 4 Person HH | 34.37% |
| % 5 Plus Person HH | 8.39% |
| Current Year Avg HH Size | 2.66 |

| | |
|---------------------------------|--------|
| % Families w/ 0 Workers | 4.84% |
| % Families w/ 1 Worker | 30.32% |
| % Families w/ 2 Workers | 57.99% |
| % Families w/ 3+ Workers | 6.85% |

| | |
|------------------------------|-----------|
| % 1999 - Current Year | 52.16% |
| % 1990 - 1998 | 27.35% |
| % 1980 - 1989 | 15.55% |
| % 1970 - 1979 | 2.71% |
| % Before 1970 | 2.24% |
| % Owner Occupied | 82.33% |
| Avg Home Value | \$407,742 |

| | |
|------------------|--------|
| % English | 87.35% |
| % Spanish | 5.35% |
| % French | 0.74% |
| % German | 0.42% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AW Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 6.36% |
| % 100,000 - \$149,999 | 16.84% |
| % 75,000 - 99,999 | 17.57% |
| % 50,000 - 74,999 | 23.55% |
| % 35,000 - 49,999 | 16.04% |
| % 25,000 - 34,999 | 9.21% |
| % Less Than 25,000 | 10.44% |
| Avg HH Income | \$76,112 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 3.67% |
| % 1 Vehicle | 38.29% |
| % 2 Vehicles | 45.77% |
| % 3 - 4 Vehicles | 11.80% |
| % 5+ Vehicles | 0.48% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 51.00% |
| % Single/Divorced/Widowed | 49.00% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 7.77% |
| % Age 25 - 34 | 29.64% |
| % Age 35 - 44 | 25.10% |
| % Age 45 - 54 | 20.58% |
| % Age 55 - 64 | 10.66% |
| % Age 65 Plus | 6.25% |
| Median Age | 32.85 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 58.39% |
| % Black | 9.15% |
| % Asian/Pacific Islander | 14.48% |
| % Hispanic | 15.54% |
| % Other (all others) | 2.44% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 74.85% |
| % Age 25 - 54 | 73.77% |
| % Age 55+ | 16.67% |
| Median Adult Age | 38.80 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 47.01% |
| % College 1 - 3 Years | 28.65% |
| % High School Graduate | 15.56% |
| % Less than HS Graduate | 8.78% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 33.78% |
| % Married w/Child | 25.63% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 78.74% |
| % Blue Collar | 13.10% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 29.71% |
| % 2 Person HH | 32.42% |
| % 3 - 4 Person HH | 30.07% |
| % 5 Plus Person HH | 7.81% |
| Current Year Avg HH Size | 2.37 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 2.30% |
| % Families w/ 1 Worker | 24.53% |
| % Families w/ 2 Workers | 60.46% |
| % Families w/ 3+ Workers | 12.71% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 30.43% |
| % 1990 - 1998 | 37.85% |
| % 1980 - 1989 | 23.92% |
| % 1970 - 1979 | 6.29% |
| % Before 1970 | 1.51% |
| % Owner Occupied | 51.73% |
| Avg Home Value | \$172,132 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 73.79% |
| % Spanish | 12.64% |
| % French | 0.57% |
| % German | 0.42% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201AZ Valpak of Austin
City/State: LEANDER, TX

Next Projected Mail Date: 03/19/2009
Mail Qty: 10,000

| Current Year Household Income | |
|--------------------------------------|----------|
| % 150,000 Plus | 5.75% |
| % 100,000 - \$149,999 | 10.80% |
| % 75,000 - 99,999 | 15.21% |
| % 50,000 - 74,999 | 29.83% |
| % 35,000 - 49,999 | 16.85% |
| % 25,000 - 34,999 | 9.18% |
| % Less Than 25,000 | 12.39% |
| Avg HH Income | \$71,166 |

| Current Year Household Vehicles | |
|--|--------|
| % No Vehicles | 1.50% |
| % 1 Vehicle | 25.80% |
| % 2 Vehicles | 51.22% |
| % 3 - 4 Vehicles | 19.69% |
| % 5+ Vehicles | 1.78% |

| Current Year Head of Household Age | |
|---|--------|
| % Age 24 and under | 4.02% |
| % Age 25 - 34 | 20.08% |
| % Age 35 - 44 | 27.79% |
| % Age 45 - 54 | 23.95% |
| % Age 55 - 64 | 13.10% |
| % Age 65 Plus | 11.07% |
| Median Age | 32.51 |

| 2000 Population - Marital Status | |
|---|--------|
| % Married | 67.96% |
| % Single/Divorced/Widowed | 32.04% |

| Current Year Adult Population | |
|--------------------------------------|--------|
| % Age 18 - 49 | 70.53% |
| % Age 25 - 54 | 66.52% |
| % Age 55+ | 20.33% |
| Median Adult Age | 41.13 |

| Current Year Population - Race | |
|---------------------------------------|--------|
| % White | 76.66% |
| % Black | 4.20% |
| % Asian/Pacific Islander | 0.60% |
| % Hispanic | 16.14% |
| % Other (all others) | 2.40% |

| 2000 HHs with Children | |
|-------------------------------|--------|
| % Total HHs w/Child | 53.80% |
| % Married w/Child | 44.41% |

| Current Year Population - Education | |
|--|--------|
| <i>Persons 25+ years</i> | |
| % College 4+ Years | 23.90% |
| % College 1 - 3 Years | 36.69% |
| % High School Graduate | 27.17% |
| % Less than HS Graduate | 12.24% |

| 2000 Household Size | |
|---------------------------------|--------|
| % 1 Person HH | 11.96% |
| % 2 Person HH | 30.61% |
| % 3 - 4 Person HH | 43.16% |
| % 5 Plus Person HH | 14.27% |
| Current Year Avg HH Size | 3.05 |

| Current Year Population - Occupation | |
|---|--------|
| <i>Persons 16+ years</i> | |
| % White Collar | 65.77% |
| % Blue Collar | 22.66% |

| Current Year Housing Units | |
|-----------------------------------|-----------|
| <i>Year Structure Built</i> | |
| % 1999 - Current Year | 52.53% |
| % 1990 - 1998 | 21.23% |
| % 1980 - 1989 | 16.32% |
| % 1970 - 1979 | 6.75% |
| % Before 1970 | 3.17% |
| % Owner Occupied | 88.82% |
| Avg Home Value | \$150,216 |

| 2000 Population - Employment | |
|-------------------------------------|--------|
| % Families w/ 0 Workers | 4.29% |
| % Families w/ 1 Worker | 27.88% |
| % Families w/ 2 Workers | 52.31% |
| % Families w/ 3+ Workers | 15.52% |

| 2000 Population - Speaks at Home | |
|---|--------|
| <i>Persons 5+ years</i> | |
| % English | 86.70% |
| % Spanish | 10.69% |
| % French | 0.29% |
| % German | 0.34% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201BE Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 03/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|------------------|
| % 150,000 Plus | 19.83% |
| % 100,000 - \$149,999 | 18.58% |
| % 75,000 - 99,999 | 14.77% |
| % 50,000 - 74,999 | 15.52% |
| % 35,000 - 49,999 | 9.93% |
| % 25,000 - 34,999 | 7.72% |
| % Less Than 25,000 | 13.66% |
| Avg HH Income | \$107,240 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 5.80% |
| % 1 Vehicle | 33.72% |
| % 2 Vehicles | 46.86% |
| % 3 - 4 Vehicles | 13.33% |
| % 5+ Vehicles | 0.30% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 54.94% |
| % Single/Divorced/Widowed | 45.06% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 4.24% |
| % Age 25 - 34 | 13.06% |
| % Age 35 - 44 | 17.64% |
| % Age 45 - 54 | 22.00% |
| % Age 55 - 64 | 18.94% |
| % Age 65 Plus | 24.12% |
| Median Age | 45.67 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 89.79% |
| % Black | 1.18% |
| % Asian/Pacific Islander | 2.86% |
| % Hispanic | 4.94% |
| % Other (all others) | 1.24% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 48.58% |
| % Age 25 - 54 | 53.15% |
| % Age 55+ | 40.29% |
| Median Adult Age | 50.64 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 70.28% |
| % College 1 - 3 Years | 21.12% |
| % High School Graduate | 6.80% |
| % Less than HS Graduate | 1.81% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 22.09% |
| % Married w/Child | 18.21% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 90.33% |
| % Blue Collar | 4.69% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 33.60% |
| % 2 Person HH | 40.20% |
| % 3 - 4 Person HH | 22.16% |
| % 5 Plus Person HH | 4.04% |
| Current Year Avg HH Size | 2.05 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 11.48% |
| % Families w/ 1 Worker | 28.74% |
| % Families w/ 2 Workers | 53.93% |
| % Families w/ 3+ Workers | 5.85% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 11.31% |
| % 1990 - 1998 | 15.89% |
| % 1980 - 1989 | 18.56% |
| % 1970 - 1979 | 17.29% |
| % Before 1970 | 36.95% |
| % Owner Occupied | 69.50% |
| Avg Home Value | \$397,886 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 88.19% |
| % Spanish | 6.28% |
| % French | 0.85% |
| % German | 0.46% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201BK Valpak of Austin
City/State: KYLE, TX

Next Projected Mail Date: 03/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 8.25% |
| % 100,000 - \$149,999 | 18.48% |
| % 75,000 - 99,999 | 17.42% |
| % 50,000 - 74,999 | 24.23% |
| % 35,000 - 49,999 | 14.30% |
| % 25,000 - 34,999 | 7.55% |
| % Less Than 25,000 | 9.77% |
| Avg HH Income | \$81,350 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 2.43% |
| % 1 Vehicle | 21.96% |
| % 2 Vehicles | 51.79% |
| % 3 - 4 Vehicles | 22.62% |
| % 5+ Vehicles | 1.20% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 60.57% |
| % Single/Divorced/Widowed | 39.43% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 4.97% |
| % Age 25 - 34 | 22.19% |
| % Age 35 - 44 | 24.42% |
| % Age 45 - 54 | 22.66% |
| % Age 55 - 64 | 14.84% |
| % Age 65 Plus | 10.93% |
| Median Age | 30.89 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 61.77% |
| % Black | 3.20% |
| % Asian/Pacific Islander | 0.41% |
| % Hispanic | 33.27% |
| % Other (all others) | 1.35% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 70.88% |
| % Age 25 - 54 | 66.37% |
| % Age 55+ | 20.00% |
| Median Adult Age | 40.12 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 22.84% |
| % College 1 - 3 Years | 29.12% |
| % High School Graduate | 28.13% |
| % Less than HS Graduate | 19.91% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 53.16% |
| % Married w/Child | 43.17% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 61.55% |
| % Blue Collar | 24.61% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 13.03% |
| % 2 Person HH | 28.26% |
| % 3 - 4 Person HH | 42.11% |
| % 5 Plus Person HH | 16.60% |
| Current Year Avg HH Size | 3.13 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 5.41% |
| % Families w/ 1 Worker | 24.33% |
| % Families w/ 2 Workers | 54.42% |
| % Families w/ 3+ Workers | 15.84% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 62.73% |
| % 1990 - 1998 | 15.83% |
| % 1980 - 1989 | 11.95% |
| % 1970 - 1979 | 3.70% |
| % Before 1970 | 5.78% |
| % Owner Occupied | 87.16% |
| Avg Home Value | \$176,150 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 70.30% |
| % Spanish | 28.20% |
| % French | 0.32% |
| % German | 0.46% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201BN Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 03/19/2009
Mail Qty: 10,000

| Current Year Household Income | |
|--------------------------------------|-----------|
| % 150,000 Plus | 18.18% |
| % 100,000 - \$149,999 | 27.16% |
| % 75,000 - 99,999 | 18.27% |
| % 50,000 - 74,999 | 14.67% |
| % 35,000 - 49,999 | 9.35% |
| % 25,000 - 34,999 | 4.46% |
| % Less Than 25,000 | 7.92% |
| Avg HH Income | \$106,949 |

| Current Year Household Vehicles | |
|--|--------|
| % No Vehicles | 1.31% |
| % 1 Vehicle | 20.60% |
| % 2 Vehicles | 56.79% |
| % 3 - 4 Vehicles | 20.53% |
| % 5+ Vehicles | 0.76% |

| 2000 Population - Marital Status | |
|---|--------|
| % Married | 64.64% |
| % Single/Divorced/Widowed | 35.36% |

| Current Year Head of Household Age | |
|---|--------|
| % Age 24 and under | 4.08% |
| % Age 25 - 34 | 13.81% |
| % Age 35 - 44 | 19.21% |
| % Age 45 - 54 | 27.12% |
| % Age 55 - 64 | 21.29% |
| % Age 65 Plus | 14.49% |
| Median Age | 40.37 |

| Current Year Population - Race | |
|---------------------------------------|--------|
| % White | 77.47% |
| % Black | 2.85% |
| % Asian/Pacific Islander | 9.44% |
| % Hispanic | 8.69% |
| % Other (all others) | 1.55% |

| Current Year Adult Population | |
|--------------------------------------|--------|
| % Age 18 - 49 | 56.48% |
| % Age 25 - 54 | 56.71% |
| % Age 55+ | 31.51% |
| Median Adult Age | 47.35 |

| Current Year Population - Education | |
|--|--------|
| <i>Persons 25+ years</i> | |
| % College 4+ Years | 61.24% |
| % College 1 - 3 Years | 25.04% |
| % High School Graduate | 10.61% |
| % Less than HS Graduate | 3.11% |

| 2000 HHs with Children | |
|-------------------------------|--------|
| % Total HHs w/Child | 42.43% |
| % Married w/Child | 36.11% |

| Current Year Population - Occupation | |
|---|--------|
| <i>Persons 16+ years</i> | |
| % White Collar | 85.61% |
| % Blue Collar | 7.90% |

| 2000 Household Size | |
|---------------------------------|--------|
| % 1 Person HH | 17.46% |
| % 2 Person HH | 34.72% |
| % 3 - 4 Person HH | 38.59% |
| % 5 Plus Person HH | 9.23% |
| Current Year Avg HH Size | 2.76 |

| 2000 Population - Employment | |
|-------------------------------------|--------|
| % Families w/ 0 Workers | 7.06% |
| % Families w/ 1 Worker | 26.01% |
| % Families w/ 2 Workers | 54.22% |
| % Families w/ 3+ Workers | 12.72% |

| Current Year Housing Units | |
|-----------------------------------|-----------|
| <i>Year Structure Built</i> | |
| % 1999 - Current Year | 35.69% |
| % 1990 - 1998 | 13.75% |
| % 1980 - 1989 | 28.11% |
| % 1970 - 1979 | 20.71% |
| % Before 1970 | 1.74% |
| % Owner Occupied | 75.47% |
| Avg Home Value | \$281,272 |

| 2000 Population - Speaks at Home | |
|---|--------|
| <i>Persons 5+ years</i> | |
| % English | 83.34% |
| % Spanish | 7.41% |
| % French | 0.42% |
| % German | 0.35% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201CL Valpak of Austin
City/State: CEDAR PARK, TX

Next Projected Mail Date: 03/19/2009
Mail Qty: 10,000

| Current Year Household Income | |
|--------------------------------------|----------|
| % 150,000 Plus | 7.03% |
| % 100,000 - \$149,999 | 20.96% |
| % 75,000 - 99,999 | 22.41% |
| % 50,000 - 74,999 | 25.76% |
| % 35,000 - 49,999 | 11.82% |
| % 25,000 - 34,999 | 5.20% |
| % Less Than 25,000 | 6.83% |
| Avg HH Income | \$83,102 |

| Current Year Household Vehicles | |
|--|--------|
| % No Vehicles | 1.25% |
| % 1 Vehicle | 18.56% |
| % 2 Vehicles | 57.50% |
| % 3 - 4 Vehicles | 21.93% |
| % 5+ Vehicles | 0.77% |

| 2000 Population - Marital Status | |
|---|--------|
| % Married | 70.89% |
| % Single/Divorced/Widowed | 29.11% |

| Current Year Head of Household Age | |
|---|--------|
| % Age 24 and under | 4.13% |
| % Age 25 - 34 | 22.40% |
| % Age 35 - 44 | 30.65% |
| % Age 45 - 54 | 22.31% |
| % Age 55 - 64 | 12.11% |
| % Age 65 Plus | 8.41% |
| Median Age | 32.50 |

| Current Year Population - Race | |
|---------------------------------------|--------|
| % White | 76.01% |
| % Black | 5.38% |
| % Asian/Pacific Islander | 2.89% |
| % Hispanic | 14.30% |
| % Other (all others) | 1.42% |

| Current Year Adult Population | |
|--------------------------------------|--------|
| % Age 18 - 49 | 72.35% |
| % Age 25 - 54 | 69.61% |
| % Age 55+ | 18.91% |
| Median Adult Age | 40.81 |

| Current Year Population - Education | |
|--|--------|
| <i>Persons 25+ years</i> | |
| % College 4+ Years | 40.37% |
| % College 1 - 3 Years | 35.60% |
| % High School Graduate | 17.23% |
| % Less than HS Graduate | 6.81% |

| 2000 HHs with Children | |
|-------------------------------|--------|
| % Total HHs w/Child | 57.41% |
| % Married w/Child | 49.32% |

| Current Year Population - Occupation | |
|---|--------|
| <i>Persons 16+ years</i> | |
| % White Collar | 76.90% |
| % Blue Collar | 13.75% |

| 2000 Household Size | |
|---------------------------------|--------|
| % 1 Person HH | 10.67% |
| % 2 Person HH | 28.51% |
| % 3 - 4 Person HH | 46.33% |
| % 5 Plus Person HH | 14.49% |
| Current Year Avg HH Size | 3.06 |

| 2000 Population - Employment | |
|-------------------------------------|--------|
| % Families w/ 0 Workers | 3.53% |
| % Families w/ 1 Worker | 21.36% |
| % Families w/ 2 Workers | 64.38% |
| % Families w/ 3+ Workers | 10.73% |

| Current Year Housing Units | |
|-----------------------------------|-----------|
| <i>Year Structure Built</i> | |
| % 1999 - Current Year | 61.78% |
| % 1990 - 1998 | 26.07% |
| % 1980 - 1989 | 7.60% |
| % 1970 - 1979 | 3.83% |
| % Before 1970 | 0.73% |
| % Owner Occupied | 90.70% |
| Avg Home Value | \$177,912 |

| 2000 Population - Speaks at Home | |
|---|--------|
| <i>Persons 5+ years</i> | |
| % English | 86.42% |
| % Spanish | 9.69% |
| % French | 0.22% |
| % German | 0.81% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201CP Valpak of Austin
City/State: CEDAR PARK, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

| Current Year Household Income | |
|--------------------------------------|----------|
| % 150,000 Plus | 10.81% |
| % 100,000 - \$149,999 | 23.51% |
| % 75,000 - 99,999 | 25.38% |
| % 50,000 - 74,999 | 22.61% |
| % 35,000 - 49,999 | 10.14% |
| % 25,000 - 34,999 | 3.57% |
| % Less Than 25,000 | 3.96% |
| Avg HH Income | \$93,388 |

| Current Year Household Vehicles | |
|--|--------|
| % No Vehicles | 0.55% |
| % 1 Vehicle | 16.34% |
| % 2 Vehicles | 60.65% |
| % 3 - 4 Vehicles | 21.93% |
| % 5+ Vehicles | 0.53% |

| 2000 Population - Marital Status | |
|---|--------|
| % Married | 71.53% |
| % Single/Divorced/Widowed | 28.47% |

| Current Year Head of Household Age | |
|---|--------|
| % Age 24 and under | 3.19% |
| % Age 25 - 34 | 18.63% |
| % Age 35 - 44 | 31.03% |
| % Age 45 - 54 | 24.50% |
| % Age 55 - 64 | 13.80% |
| % Age 65 Plus | 8.84% |
| Median Age | 33.31 |

| Current Year Population - Race | |
|---------------------------------------|--------|
| % White | 79.71% |
| % Black | 4.45% |
| % Asian/Pacific Islander | 4.00% |
| % Hispanic | 10.66% |
| % Other (all others) | 1.18% |

| Current Year Adult Population | |
|--------------------------------------|--------|
| % Age 18 - 49 | 70.91% |
| % Age 25 - 54 | 68.60% |
| % Age 55+ | 19.50% |
| Median Adult Age | 41.75 |

| Current Year Population - Education | |
|--|--------|
| <i>Persons 25+ years</i> | |
| % College 4+ Years | 46.37% |
| % College 1 - 3 Years | 34.80% |
| % High School Graduate | 14.26% |
| % Less than HS Graduate | 4.57% |

| 2000 HHs with Children | |
|-------------------------------|--------|
| % Total HHs w/Child | 56.89% |
| % Married w/Child | 49.63% |

| Current Year Population - Occupation | |
|---|--------|
| <i>Persons 16+ years</i> | |
| % White Collar | 81.19% |
| % Blue Collar | 11.01% |

| 2000 Household Size | |
|---------------------------------|--------|
| % 1 Person HH | 10.63% |
| % 2 Person HH | 29.62% |
| % 3 - 4 Person HH | 46.18% |
| % 5 Plus Person HH | 13.56% |
| Current Year Avg HH Size | 3.04 |

| 2000 Population - Employment | |
|-------------------------------------|--------|
| % Families w/ 0 Workers | 2.76% |
| % Families w/ 1 Worker | 23.19% |
| % Families w/ 2 Workers | 61.92% |
| % Families w/ 3+ Workers | 12.14% |

| Current Year Housing Units | |
|-----------------------------------|-----------|
| <i>Year Structure Built</i> | |
| % 1999 - Current Year | 53.80% |
| % 1990 - 1998 | 28.46% |
| % 1980 - 1989 | 10.82% |
| % 1970 - 1979 | 6.21% |
| % Before 1970 | 0.71% |
| % Owner Occupied | 90.12% |
| Avg Home Value | \$194,151 |

| 2000 Population - Speaks at Home | |
|---|--------|
| <i>Persons 5+ years</i> | |
| % English | 87.23% |
| % Spanish | 8.11% |
| % French | 0.21% |
| % German | 0.88% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201DS Valpak of Austin
City/State: DRIPPING SPRINGS, TX

Next Projected Mail Date: 03/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|------------------|
| % 150,000 Plus | 18.19% |
| % 100,000 - \$149,999 | 24.76% |
| % 75,000 - 99,999 | 16.57% |
| % 50,000 - 74,999 | 17.42% |
| % 35,000 - 49,999 | 8.65% |
| % 25,000 - 34,999 | 5.11% |
| % Less Than 25,000 | 9.30% |
| Avg HH Income | \$107,680 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 1.93% |
| % 1 Vehicle | 14.66% |
| % 2 Vehicles | 51.25% |
| % 3 - 4 Vehicles | 30.69% |
| % 5+ Vehicles | 1.47% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 68.23% |
| % Single/Divorced/Widowed | 31.77% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 1.61% |
| % Age 25 - 34 | 11.15% |
| % Age 35 - 44 | 18.29% |
| % Age 45 - 54 | 31.34% |
| % Age 55 - 64 | 21.39% |
| % Age 65 Plus | 16.21% |
| Median Age | 41.15 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 91.32% |
| % Black | 0.44% |
| % Asian/Pacific Islander | 0.60% |
| % Hispanic | 6.21% |
| % Other (all others) | 1.43% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 56.94% |
| % Age 25 - 54 | 57.17% |
| % Age 55+ | 30.55% |
| Median Adult Age | 47.61 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 44.02% |
| % College 1 - 3 Years | 31.16% |
| % High School Graduate | 17.42% |
| % Less than HS Graduate | 7.40% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 44.79% |
| % Married w/Child | 38.76% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 73.39% |
| % Blue Collar | 16.68% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 13.03% |
| % 2 Person HH | 36.10% |
| % 3 - 4 Person HH | 39.74% |
| % 5 Plus Person HH | 11.13% |
| Current Year Avg HH Size | 2.87 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 6.99% |
| % Families w/ 1 Worker | 23.34% |
| % Families w/ 2 Workers | 56.59% |
| % Families w/ 3+ Workers | 13.08% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 23.49% |
| % 1990 - 1998 | 31.78% |
| % 1980 - 1989 | 23.99% |
| % 1970 - 1979 | 12.78% |
| % Before 1970 | 7.95% |
| % Owner Occupied | 90.34% |
| Avg Home Value | \$317,512 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 91.02% |
| % Spanish | 7.47% |
| % French | 0.34% |
| % German | 0.73% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201GW Valpak of Austin
City/State: GEORGETOWN, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 11.15% |
| % 100,000 - \$149,999 | 21.82% |
| % 75,000 - 99,999 | 18.00% |
| % 50,000 - 74,999 | 19.47% |
| % 35,000 - 49,999 | 12.29% |
| % 25,000 - 34,999 | 7.05% |
| % Less Than 25,000 | 10.23% |
| Avg HH Income | \$89,099 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 1.99% |
| % 1 Vehicle | 26.47% |
| % 2 Vehicles | 52.08% |
| % 3 - 4 Vehicles | 17.88% |
| % 5+ Vehicles | 1.58% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 73.96% |
| % Single/Divorced/Widowed | 26.04% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 1.99% |
| % Age 25 - 34 | 10.07% |
| % Age 35 - 44 | 12.73% |
| % Age 45 - 54 | 19.32% |
| % Age 55 - 64 | 21.51% |
| % Age 65 Plus | 34.39% |
| Median Age | 46.79 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 90.92% |
| % Black | 1.58% |
| % Asian/Pacific Islander | 0.58% |
| % Hispanic | 5.91% |
| % Other (all others) | 1.02% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 43.72% |
| % Age 25 - 54 | 42.87% |
| % Age 55+ | 47.24% |
| Median Adult Age | 53.47 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 44.34% |
| % College 1 - 3 Years | 32.33% |
| % High School Graduate | 17.99% |
| % Less than HS Graduate | 5.35% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 33.05% |
| % Married w/Child | 29.23% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 78.11% |
| % Blue Collar | 14.56% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 14.57% |
| % 2 Person HH | 47.39% |
| % 3 - 4 Person HH | 29.08% |
| % 5 Plus Person HH | 8.96% |
| Current Year Avg HH Size | 2.56 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 20.69% |
| % Families w/ 1 Worker | 25.29% |
| % Families w/ 2 Workers | 44.07% |
| % Families w/ 3+ Workers | 9.95% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 34.08% |
| % 1990 - 1998 | 30.94% |
| % 1980 - 1989 | 18.66% |
| % 1970 - 1979 | 13.76% |
| % Before 1970 | 2.56% |
| % Owner Occupied | 88.43% |
| Avg Home Value | \$245,951 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 92.40% |
| % Spanish | 5.93% |
| % French | 0.13% |
| % German | 0.57% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201HP Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 03/19/2009
Mail Qty: 10,000

| Current Year Household Income | |
|--------------------------------------|----------|
| % 150,000 Plus | 4.47% |
| % 100,000 - \$149,999 | 6.86% |
| % 75,000 - 99,999 | 8.05% |
| % 50,000 - 74,999 | 14.85% |
| % 35,000 - 49,999 | 15.57% |
| % 25,000 - 34,999 | 14.90% |
| % Less Than 25,000 | 35.30% |
| Avg HH Income | \$51,682 |

| Current Year Household Vehicles | |
|--|--------|
| % No Vehicles | 11.23% |
| % 1 Vehicle | 53.06% |
| % 2 Vehicles | 27.66% |
| % 3 - 4 Vehicles | 7.47% |
| % 5+ Vehicles | 0.58% |

| Current Year Head of Household Age | |
|---|--------|
| % Age 24 and under | 16.44% |
| % Age 25 - 34 | 31.40% |
| % Age 35 - 44 | 20.60% |
| % Age 45 - 54 | 15.23% |
| % Age 55 - 64 | 8.69% |
| % Age 65 Plus | 7.64% |
| Median Age | 32.45 |

| 2000 Population - Marital Status | |
|---|--------|
| % Married | 22.98% |
| % Single/Divorced/Widowed | 77.02% |

| Current Year Population - Race | |
|---------------------------------------|--------|
| % White | 74.17% |
| % Black | 2.00% |
| % Asian/Pacific Islander | 5.52% |
| % Hispanic | 14.94% |
| % Other (all others) | 3.37% |

| Current Year Adult Population | |
|--------------------------------------|--------|
| % Age 18 - 49 | 78.67% |
| % Age 25 - 54 | 67.45% |
| % Age 55+ | 15.03% |
| Median Adult Age | 34.73 |

| Current Year Population - Education | |
|--|--------|
| <i>Persons 25+ years</i> | |
| % College 4+ Years | 53.76% |
| % College 1 - 3 Years | 23.41% |
| % High School Graduate | 12.85% |
| % Less than HS Graduate | 9.98% |

| 2000 HHs with Children | |
|-------------------------------|--------|
| % Total HHs w/Child | 11.63% |
| % Married w/Child | 7.27% |

| Current Year Population - Occupation | |
|---|--------|
| <i>Persons 16+ years</i> | |
| % White Collar | 73.38% |
| % Blue Collar | 13.91% |

| 2000 Household Size | |
|---------------------------------|--------|
| % 1 Person HH | 47.12% |
| % 2 Person HH | 33.87% |
| % 3 - 4 Person HH | 15.92% |
| % 5 Plus Person HH | 3.09% |
| Current Year Avg HH Size | 1.79 |

| 2000 Population - Employment | |
|-------------------------------------|--------|
| % Families w/ 0 Workers | 9.80% |
| % Families w/ 1 Worker | 30.27% |
| % Families w/ 2 Workers | 52.94% |
| % Families w/ 3+ Workers | 6.99% |

| Current Year Housing Units | |
|-----------------------------------|-----------|
| <i>Year Structure Built</i> | |
| % 1999 - Current Year | 8.27% |
| % 1990 - 1998 | 5.39% |
| % 1980 - 1989 | 9.19% |
| % 1970 - 1979 | 16.65% |
| % Before 1970 | 60.50% |
| % Owner Occupied | 27.33% |
| Avg Home Value | \$248,974 |

| 2000 Population - Speaks at Home | |
|---|--------|
| <i>Persons 5+ years</i> | |
| % English | 76.39% |
| % Spanish | 14.43% |
| % French | 0.96% |
| % German | 0.61% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201RH Valpak of Austin
City/State: ROUND ROCK, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 7.78% |
| % 100,000 - \$149,999 | 18.77% |
| % 75,000 - 99,999 | 22.42% |
| % 50,000 - 74,999 | 29.73% |
| % 35,000 - 49,999 | 12.82% |
| % 25,000 - 34,999 | 4.71% |
| % Less Than 25,000 | 3.76% |
| Avg HH Income | \$85,989 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 1.23% |
| % 1 Vehicle | 18.67% |
| % 2 Vehicles | 60.05% |
| % 3 - 4 Vehicles | 19.11% |
| % 5+ Vehicles | 0.95% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 68.28% |
| % Single/Divorced/Widowed | 31.72% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 3.95% |
| % Age 25 - 34 | 23.20% |
| % Age 35 - 44 | 32.11% |
| % Age 45 - 54 | 24.98% |
| % Age 55 - 64 | 10.64% |
| % Age 65 Plus | 5.12% |
| Median Age | 31.58 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 54.05% |
| % Black | 16.92% |
| % Asian/Pacific Islander | 6.53% |
| % Hispanic | 20.50% |
| % Other (all others) | 1.99% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 76.15% |
| % Age 25 - 54 | 73.58% |
| % Age 55+ | 14.71% |
| Median Adult Age | 39.79 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 38.49% |
| % College 1 - 3 Years | 37.54% |
| % High School Graduate | 19.17% |
| % Less than HS Graduate | 4.79% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 59.53% |
| % Married w/Child | 50.79% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 75.88% |
| % Blue Collar | 14.31% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 10.13% |
| % 2 Person HH | 27.00% |
| % 3 - 4 Person HH | 47.19% |
| % 5 Plus Person HH | 15.67% |
| Current Year Avg HH Size | 3.17 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 1.27% |
| % Families w/ 1 Worker | 19.68% |
| % Families w/ 2 Workers | 66.07% |
| % Families w/ 3+ Workers | 12.98% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 54.68% |
| % 1990 - 1998 | 34.18% |
| % 1980 - 1989 | 9.46% |
| % 1970 - 1979 | 1.31% |
| % Before 1970 | 0.37% |
| % Owner Occupied | 88.48% |
| Avg Home Value | \$177,392 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 83.31% |
| % Spanish | 11.42% |
| % French | 0.22% |
| % German | 0.22% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201RN Valpak of Austin
City/State: ROUND ROCK, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 3.53% |
| % 100,000 - \$149,999 | 9.56% |
| % 75,000 - 99,999 | 18.47% |
| % 50,000 - 74,999 | 32.26% |
| % 35,000 - 49,999 | 17.82% |
| % 25,000 - 34,999 | 8.60% |
| % Less Than 25,000 | 9.76% |
| Avg HH Income | \$67,918 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 4.04% |
| % 1 Vehicle | 26.31% |
| % 2 Vehicles | 53.35% |
| % 3 - 4 Vehicles | 15.92% |
| % 5+ Vehicles | 0.38% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 59.63% |
| % Single/Divorced/Widowed | 40.37% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 6.53% |
| % Age 25 - 34 | 28.59% |
| % Age 35 - 44 | 27.38% |
| % Age 45 - 54 | 20.49% |
| % Age 55 - 64 | 9.26% |
| % Age 65 Plus | 7.76% |
| Median Age | 31.63 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 58.78% |
| % Black | 12.39% |
| % Asian/Pacific Islander | 3.47% |
| % Hispanic | 23.42% |
| % Other (all others) | 1.95% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 76.12% |
| % Age 25 - 54 | 72.30% |
| % Age 55+ | 16.00% |
| Median Adult Age | 38.53 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 27.33% |
| % College 1 - 3 Years | 38.09% |
| % High School Graduate | 25.02% |
| % Less than HS Graduate | 9.56% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 48.26% |
| % Married w/Child | 39.44% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 69.74% |
| % Blue Collar | 20.52% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 19.91% |
| % 2 Person HH | 28.56% |
| % 3 - 4 Person HH | 38.83% |
| % 5 Plus Person HH | 12.70% |
| Current Year Avg HH Size | 2.82 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 4.12% |
| % Families w/ 1 Worker | 23.18% |
| % Families w/ 2 Workers | 58.65% |
| % Families w/ 3+ Workers | 14.05% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 42.81% |
| % 1990 - 1998 | 24.09% |
| % 1980 - 1989 | 21.67% |
| % 1970 - 1979 | 9.88% |
| % Before 1970 | 1.55% |
| % Owner Occupied | 68.27% |
| Avg Home Value | \$154,171 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 77.61% |
| % Spanish | 18.51% |
| % French | 0.12% |
| % German | 0.76% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201RP Valpak of Austin
City/State: PFLUGERVILLE, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|------------------|
| % 150,000 Plus | 15.70% |
| % 100,000 - \$149,999 | 19.80% |
| % 75,000 - 99,999 | 17.76% |
| % 50,000 - 74,999 | 20.16% |
| % 35,000 - 49,999 | 13.78% |
| % 25,000 - 34,999 | 6.84% |
| % Less Than 25,000 | 5.96% |
| Avg HH Income | \$100,565 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 1.12% |
| % 1 Vehicle | 15.55% |
| % 2 Vehicles | 58.34% |
| % 3 - 4 Vehicles | 24.17% |
| % 5+ Vehicles | 0.82% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 69.92% |
| % Single/Divorced/Widowed | 30.08% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 3.72% |
| % Age 25 - 34 | 16.11% |
| % Age 35 - 44 | 26.88% |
| % Age 45 - 54 | 25.99% |
| % Age 55 - 64 | 16.71% |
| % Age 65 Plus | 10.59% |
| Median Age | 34.34 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 75.40% |
| % Black | 7.06% |
| % Asian/Pacific Islander | 2.04% |
| % Hispanic | 14.28% |
| % Other (all others) | 1.22% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 66.85% |
| % Age 25 - 54 | 64.73% |
| % Age 55+ | 22.85% |
| Median Adult Age | 43.29 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 33.34% |
| % College 1 - 3 Years | 35.21% |
| % High School Graduate | 21.20% |
| % Less than HS Graduate | 10.25% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 54.65% |
| % Married w/Child | 47.37% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 72.12% |
| % Blue Collar | 17.74% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 10.25% |
| % 2 Person HH | 30.85% |
| % 3 - 4 Person HH | 44.34% |
| % 5 Plus Person HH | 14.56% |
| Current Year Avg HH Size | 3.07 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 3.47% |
| % Families w/ 1 Worker | 22.65% |
| % Families w/ 2 Workers | 60.80% |
| % Families w/ 3+ Workers | 13.08% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 68.29% |
| % 1990 - 1998 | 20.22% |
| % 1980 - 1989 | 7.29% |
| % 1970 - 1979 | 1.79% |
| % Before 1970 | 2.41% |
| % Owner Occupied | 91.45% |
| Avg Home Value | \$226,776 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 87.07% |
| % Spanish | 9.42% |
| % French | 0.65% |
| % German | 0.38% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201RR Valpak of Austin
City/State: ROUND ROCK, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|------------------------------|----------|
| % 150,000 Plus | 9.38% |
| % 100,000 - \$149,999 | 22.14% |
| % 75,000 - 99,999 | 20.32% |
| % 50,000 - 74,999 | 21.46% |
| % 35,000 - 49,999 | 10.98% |
| % 25,000 - 34,999 | 6.84% |
| % Less Than 25,000 | 8.87% |
| Avg HH Income | \$87,822 |

Current Year Household Vehicles

| | |
|-------------------------|--------|
| % No Vehicles | 1.95% |
| % 1 Vehicle | 20.98% |
| % 2 Vehicles | 57.42% |
| % 3 - 4 Vehicles | 18.88% |
| % 5+ Vehicles | 0.77% |

2000 Population - Marital Status

| | |
|----------------------------------|--------|
| % Married | 66.68% |
| % Single/Divorced/Widowed | 33.32% |

Current Year Head of Household Age

| | |
|---------------------------|--------|
| % Age 24 and under | 3.73% |
| % Age 25 - 34 | 18.44% |
| % Age 35 - 44 | 28.96% |
| % Age 45 - 54 | 26.22% |
| % Age 55 - 64 | 14.72% |
| % Age 65 Plus | 7.94% |
| Median Age | 33.35 |

Current Year Population - Race

| | |
|---------------------------------|--------|
| % White | 69.28% |
| % Black | 5.56% |
| % Asian/Pacific Islander | 8.84% |
| % Hispanic | 14.80% |
| % Other (all others) | 1.51% |

Current Year Adult Population

| | |
|-------------------------|--------|
| % Age 18 - 49 | 69.90% |
| % Age 25 - 54 | 67.19% |
| % Age 55+ | 20.16% |
| Median Adult Age | 41.99 |

Current Year Population - Education
Persons 25+ years

| | |
|--------------------------------|--------|
| % College 4+ Years | 47.06% |
| % College 1 - 3 Years | 30.51% |
| % High School Graduate | 15.67% |
| % Less than HS Graduate | 6.76% |

2000 HHs with Children

| | |
|----------------------------|--------|
| % Total HHs w/Child | 54.74% |
| % Married w/Child | 46.41% |

Current Year Population - Occupation
Persons 16+ years

| | |
|-----------------------|--------|
| % White Collar | 78.48% |
| % Blue Collar | 13.24% |

2000 Household Size

| | |
|---------------------------------|--------|
| % 1 Person HH | 12.44% |
| % 2 Person HH | 28.39% |
| % 3 - 4 Person HH | 45.34% |
| % 5 Plus Person HH | 13.83% |
| Current Year Avg HH Size | 3.05 |

2000 Population - Employment

| | |
|---------------------------------|--------|
| % Families w/ 0 Workers | 3.73% |
| % Families w/ 1 Worker | 27.51% |
| % Families w/ 2 Workers | 55.96% |
| % Families w/ 3+ Workers | 12.81% |

Current Year Housing Units
Year Structure Built

| | |
|------------------------------|-----------|
| % 1999 - Current Year | 38.62% |
| % 1990 - 1998 | 25.07% |
| % 1980 - 1989 | 22.19% |
| % 1970 - 1979 | 12.38% |
| % Before 1970 | 1.75% |
| % Owner Occupied | 78.43% |
| Avg Home Value | \$198,619 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|------------------|--------|
| % English | 82.72% |
| % Spanish | 10.68% |
| % French | 0.49% |
| % German | 0.68% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201RW Valpak of Austin
City/State: ROUND ROCK, TX

Next Projected Mail Date: 02/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|-----------------|
| % 150,000 Plus | 11.22% |
| % 100,000 - \$149,999 | 28.92% |
| % 75,000 - 99,999 | 19.56% |
| % 50,000 - 74,999 | 19.01% |
| % 35,000 - 49,999 | 8.67% |
| % 25,000 - 34,999 | 4.58% |
| % Less Than 25,000 | 8.04% |
| Avg HH Income | \$95,316 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 1.31% |
| % 1 Vehicle | 18.65% |
| % 2 Vehicles | 57.73% |
| % 3 - 4 Vehicles | 20.80% |
| % 5+ Vehicles | 1.51% |

Current Year Head of Household Age

| | |
|--------------------|--------------|
| % Age 24 and under | 3.97% |
| % Age 25 - 34 | 17.66% |
| % Age 35 - 44 | 27.28% |
| % Age 45 - 54 | 25.17% |
| % Age 55 - 64 | 16.03% |
| % Age 65 Plus | 9.89% |
| Median Age | 34.25 |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 68.64% |
| % Single/Divorced/Widowed | 31.36% |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 77.06% |
| % Black | 6.03% |
| % Asian/Pacific Islander | 5.33% |
| % Hispanic | 10.42% |
| % Other (all others) | 1.16% |

Current Year Adult Population

| | |
|-------------------------|--------------|
| % Age 18 - 49 | 67.40% |
| % Age 25 - 54 | 65.47% |
| % Age 55+ | 22.34% |
| Median Adult Age | 42.89 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 47.34% |
| % College 1 - 3 Years | 31.46% |
| % High School Graduate | 15.73% |
| % Less than HS Graduate | 5.47% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 53.62% |
| % Married w/Child | 45.92% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 78.88% |
| % Blue Collar | 13.55% |

2000 Household Size

| | |
|---------------------------------|-------------|
| % 1 Person HH | 11.66% |
| % 2 Person HH | 30.62% |
| % 3 - 4 Person HH | 43.65% |
| % 5 Plus Person HH | 14.07% |
| Current Year Avg HH Size | 3.06 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 5.15% |
| % Families w/ 1 Worker | 25.95% |
| % Families w/ 2 Workers | 54.39% |
| % Families w/ 3+ Workers | 14.51% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|------------------|
| % 1999 - Current Year | 41.91% |
| % 1990 - 1998 | 28.28% |
| % 1980 - 1989 | 21.29% |
| % 1970 - 1979 | 7.64% |
| % Before 1970 | 0.88% |
| % Owner Occupied | 84.04% |
| Avg Home Value | \$221,377 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 84.79% |
| % Spanish | 10.06% |
| % French | 0.62% |
| % German | 0.70% |

Source: Claritas, Inc. - 2000 Census with current year projections

Valpak® Direct Marketing Systems, Inc.
Demographic Profile by NTA®

NTA®: 3201SC Valpak of Austin
City/State: AUSTIN, TX

Next Projected Mail Date: 03/19/2009
Mail Qty: 10,000

Current Year Household Income

| | |
|-----------------------|----------|
| % 150,000 Plus | 4.85% |
| % 100,000 - \$149,999 | 9.78% |
| % 75,000 - 99,999 | 10.60% |
| % 50,000 - 74,999 | 19.25% |
| % 35,000 - 49,999 | 18.13% |
| % 25,000 - 34,999 | 15.00% |
| % Less Than 25,000 | 22.39% |
| Avg HH Income | \$60,485 |

Current Year Household Vehicles

| | |
|------------------|--------|
| % No Vehicles | 8.29% |
| % 1 Vehicle | 51.20% |
| % 2 Vehicles | 32.65% |
| % 3 - 4 Vehicles | 7.63% |
| % 5+ Vehicles | 0.23% |

2000 Population - Marital Status

| | |
|---------------------------|--------|
| % Married | 31.32% |
| % Single/Divorced/Widowed | 68.68% |

Current Year Head of Household Age

| | |
|--------------------|--------|
| % Age 24 and under | 6.81% |
| % Age 25 - 34 | 28.53% |
| % Age 35 - 44 | 22.15% |
| % Age 45 - 54 | 20.58% |
| % Age 55 - 64 | 12.86% |
| % Age 65 Plus | 9.07% |
| Median Age | 36.54 |

Current Year Population - Race

| | |
|--------------------------|--------|
| % White | 73.24% |
| % Black | 2.81% |
| % Asian/Pacific Islander | 1.24% |
| % Hispanic | 19.88% |
| % Other (all others) | 2.83% |

Current Year Adult Population

| | |
|-------------------------|--------|
| % Age 18 - 49 | 69.21% |
| % Age 25 - 54 | 71.59% |
| % Age 55+ | 21.41% |
| Median Adult Age | 40.64 |

Current Year Population - Education
Persons 25+ years

| | |
|-------------------------|--------|
| % College 4+ Years | 51.56% |
| % College 1 - 3 Years | 26.10% |
| % High School Graduate | 11.90% |
| % Less than HS Graduate | 10.45% |

2000 HHs with Children

| | |
|---------------------|--------|
| % Total HHs w/Child | 17.03% |
| % Married w/Child | 9.97% |

Current Year Population - Occupation
Persons 16+ years

| | |
|----------------|--------|
| % White Collar | 71.27% |
| % Blue Collar | 13.60% |

2000 Household Size

| | |
|---------------------------------|--------|
| % 1 Person HH | 44.13% |
| % 2 Person HH | 35.08% |
| % 3 - 4 Person HH | 16.79% |
| % 5 Plus Person HH | 4.00% |
| Current Year Avg HH Size | 1.85 |

2000 Population - Employment

| | |
|--------------------------|--------|
| % Families w/ 0 Workers | 6.36% |
| % Families w/ 1 Worker | 29.11% |
| % Families w/ 2 Workers | 57.55% |
| % Families w/ 3+ Workers | 6.97% |

Current Year Housing Units
Year Structure Built

| | |
|-----------------------|-----------|
| % 1999 - Current Year | 4.74% |
| % 1990 - 1998 | 5.84% |
| % 1980 - 1989 | 15.38% |
| % 1970 - 1979 | 25.56% |
| % Before 1970 | 48.48% |
| % Owner Occupied | 36.26% |
| Avg Home Value | \$263,319 |

2000 Population - Speaks at Home
Persons 5+ years

| | |
|-----------|--------|
| % English | 76.29% |
| % Spanish | 19.95% |
| % French | 0.83% |
| % German | 0.77% |

Source: Claritas, Inc. - 2000 Census with current year projections