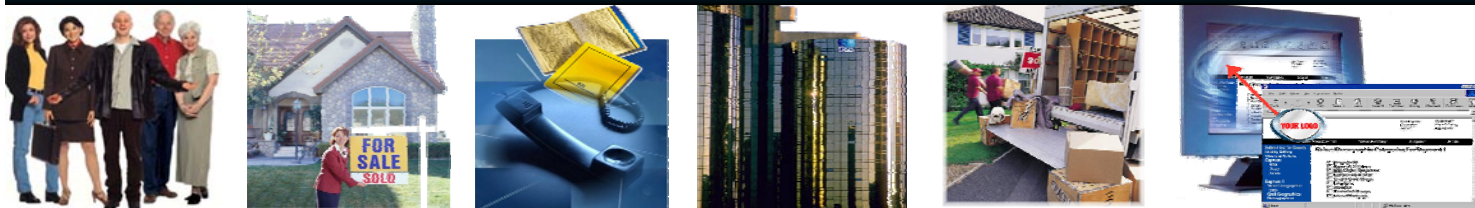


Overview of Products and Databases from CAS



CONSUMERVISION

This multi-sourced consumer database contains information on nearly 120 million households and 280 million individuals. Combining multiple files allows us to create the most comprehensive database on the market. There are over 500 demographic and lifestyle characteristics on the file. Available selects include estimated income, home value, estimated age, marital status, special interests, mail order buying characteristics...and many more.

MORTGAGEBASE

A compiled mortgage information file. Our Mortgage File is a combination of public deed transactions gathered from County Recorder offices. This database can be utilized for new homeowner offers, prospecting for PMI insurance users, refinancing prospects and mortgage lead generation. Over 40 unique selects (interest rates, sale price, mortgage type...and more).

MORTGAGEBASE PREMIUM

Multi-sourced - all of MortgageBase plus much more. (See data card).

NEW MOVERS

The New Mover File is compiled from a number of sources. The backbone of the file is utility hook-ups. The file is then enhanced with deed transaction data, change of address and other reliable sources. A unique field on the CAS New Mover File is "Change in Home Value." We are calculating the increase or decrease in home values to help you identify households that are having major life events.

NEW HOMEOWNERS

More than 2 million Americans buy homes each year and have no point of reference for locating available merchants and services in their new neighborhood. Yet, new homeowners will spend more on home related products and services within six months of moving than established residents will spend in two years! CAS can put you in touch with these highly responsive prospects at the time they are establishing new buying patterns.

HISPANIC AMERICA

By applying the latest ethnic identification technology, we have identified close to 12,000,000 Hispanic households in the United States. Hispanics are the fastest growing minority group in the U.S. with more than \$300 billion in buying power. Hispanic households receive an average of 50 direct mail pieces per year compared to 500 or more in the general population. Don't miss out on this fantastic opportunity!

D&B BUSINESS LISTS

This database blends business data from a variety of public information sources with continuous multi-sourced updates. Over 14 million business records are compiled, matched and verified to help us maintain the highest quality list on the market. Selects include (SIC Codes, Sales Volume, Number of Employees, Contact Names, Business Type, and more).

PHONE APPEND

CAS leads the industry with our telephone append and verify services. New enhancements to our phone appending services allows our unique matching process the ability to update and verify 15-20% more matches than any other single sourced compiler. Proprietary matching logic software enables CAS to continually refine and enhance our match vs. canned, off-the-shelf software.

PRIVATE LABEL - TURBO-MARKETING.NET - *Turbo-Marketing.net is now available for private label use.*

With minimal effort, you can start selling lists online on your own branded site - and it couldn't be easier! This new opportunity gives list brokers and resellers a new source of profits. **NO** software set-up, **NO** programming **NO** maintenance and **NO** database licensing agreements. You simply submit your logo and we customize the Turbo-Marketing.net site with your branding. Now you're ready to sell!



Overview of Products & Databases from CAS



NEW CONNECTS

CAS' **New Connect File** includes *New Consumer Connects* and *New Business Connects*. Approximately 800,000 new connects are identified every week. New Connects are great prospects for home improvement, local retail stores, insurance, subscriptions, and more.

SUMMARIZED CREDIT SCORES

Summarized Credit Scores on MortgageBase are used to help our clients target segments of the population at varying levels of credit worthiness. It is carefully built upon the historic financial transaction data of hundred of millions of consumers, aggregated at the zip+4 level.

CONSUMERVISION EMAIL ON-LINE RESPONDERS

The **ConsumerVision** Responder File provides information on consumers who have viewed or clicked links in category specific email solicitations. It represents consumers who have internet connectivity, and are open to establishing online relationships with Direct Marketing companies.

CONSUMERVISION LIFESTYLE SURVEY RESPONDERS

ConsumerVision Lifestyle Survey Responders is the direct marketing industry's largest and most comprehensive database of self-reported consumer information. More than 500 response segments cover all aspects of how consumers live, what they spend their money on and what interests they possess.

CONSUMERVISION RX

The business challenges in the healthcare and pharmaceutical industries are numerous and complex. That's why companies turn to **ConsumerVision Rx** for fresh, accurate data from one of the industry's oldest consumer databases for prescription and health-related information.

PHANTOM FINDER

This product identifies prospects on a mailing list that are less than ideal candidates to respond to a direct mail campaign. Through a CAS proprietary negative merge/purge process Phantom FinderSM can identify and flag prospects that are not "who they appear" to be.

MAIL SERVICES / LETTERSHOP

Whether you need to deliver a standard first class letter or detailed product catalogs, CAS has the tools to get the job done. Custom sized printing and double-postcards are also available on request.

DATA PROCESSING SERVICES

You provide client files. CAS adds phone and/or any of the overlay data fields on our select list to your clients' file. By enhancing the client's database, they can do profiling or determine their customer makeup to identify targeted prospects.

PROFESSIONAL SPECIALTY FILES:

Bankruptcy File (Fresh Filers & Discharges)
Occupation File
Licensed Pilots
Two Doctor Masterfiles by specialty/by type
Licensed Nurses by specialty/by type
Dentists
Lawyers by specialty

Chiropractors
Government Agencies by Agency
Truck Fleet Operators
New Credit Card Activation Hotline
Florida Hunting & Fishing
Farm Index
Pre & Post Natal/Marriages/Divorces*

**Coming soon*



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