

Projected E-Mail List Development and Sales 2001

E-mail List Development

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
E-mail names at beginning of month	2,232,333	2,271,648	2,313,651	2,358,470	2,406,239	2,457,098	2,511,195	2,568,684	2,629,728	2,694,498	2,763,174	2,835,944
Retention rate	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%
Estimated new e-mail names per month	61,638	64,720	67,956	71,354	74,921	78,667	82,601	86,731	91,067	95,621	100,402	105,422
Total e-mail names at month end	2,271,648	2,313,651	2,358,470	2,406,239	2,457,098	2,511,195	2,568,684	2,629,728	2,694,498	2,763,174	2,835,944	2,913,006
Percentage change	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	3%

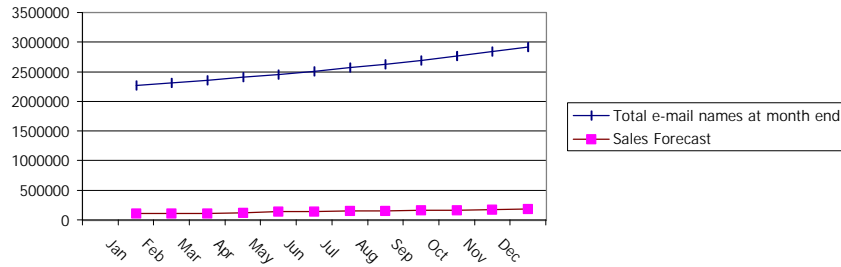
Forecast of E-mail Name Acquisition

Sources of Names	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTALS
Contests	8,888	9,332	9,799	10,289	10,803	11,344	11,911	12,506	13,132	13,788	14,478	15,201	141,471
Giveaways	450	473	496	521	547	574	603	633	665	698	733	770	7,163
Name Swaps	18,000	18,900	19,845	20,837	21,879	22,973	24,122	25,328	26,594	27,924	29,320	30,786	286,508
Purchase of Mailing Lists	1,300	1,365	1,433	1,505	1,580	1,659	1,742	1,829	1,921	2,017	2,118	2,223	20,692
Newsletter subscriptions	16,700	17,535	18,412	19,332	20,299	21,314	22,380	23,499	24,674	25,907	27,203	28,563	265,816
New orders	1,300	1,365	1,433	1,505	1,580	1,659	1,742	1,829	1,921	2,017	2,118	2,223	20,692
Product Registrations	15,000	15,750	16,538	17,364	18,233	19,144	20,101	21,107	22,162	23,270	24,433	25,655	238,757
Total	61,638	64,720	67,956	71,354	74,921	78,667	82,601	86,731	91,067	95,621	100,402	105,422	981,100

Sales Forecast

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTALS
Mailings Per Month	2	2	2	2	2	2	2	2	2	2	2	2	24
Response Rate	0.07%	0.07%	0.07%	0.07%	0.07%	0.07%	0.07%	0.07%	0.07%	0.07%	0.07%	0.07%	
Average Price per Unit	\$38	\$37	\$36	\$39	\$43	\$44	\$45	\$45	\$45	\$46	\$47	\$48	
Sales Forecast	\$113,083	\$112,143	\$111,225	\$122,935	\$138,408	\$144,745	\$151,424	\$155,022	\$158,841	\$166,509	\$174,609	\$183,170	\$1,732,114

E-mail List Development vs Sales



Sources of New E-mail Names

