

31,729 For One Time Use-			
Mailing Data	\$195/M	----- DATE -----	
Contact & Email Address	\$195/M	04/01/03	UPDATED
Supplied		05/23/03	CONFIRMED
Telephone Data	\$195/M		
Fax Number Supplied	\$195/M	----- UNIT OF SALE -----	
Fax Number Supplied	\$245/M	N/A	
W/Mailing Data			
For Multiple Use-		----- GENDER -----	
Mailing & Telephone	\$390/M	% N/A	
Data		CAN SELECT	
Mailing/Telephone/Fax	\$495/M	----- MEDIA -----	
and Email Address		100% DIRECT RESPONSE	
Contact Name & Email	\$275/M	SEE TEXT	
Address Broadcast			

These are Egyptian buyers of products and services promoted by mail, fax, phone and Email addresses. Deduplicated from the lists in the profiles section.

Additional Selections:

- Nationality @ N/C
- Destination @ N/C
- Monthly Income @ N/C
- Industry Classification @ N/C
- P/S Labels @ \$15/F

Age:

- Below 25
- 25 - 34
- 35 - 49
- 50 Plus

Monthly Income:

- More Than US 6,000
- US 3,000 - 6,000
- Less Than US 3,000
- Unknown

For Business Address Only:

- Employee Size-
- 1 - 10
- 11 - 50
- 51 - 100
- 101 - 500
- 500+

Job Title: Chairman/President/MD/CEO, COO/
CFO/CIO/Director/Vice Pres, General Manager/
Senior Manager, Middle-Level/Junior-Level
Exec, Professional, Other

----- ADDRESSING -----
P/S LABELS OR DISKETTE

----- SELECTIONS -----
N/C AGE
N/C NUMBER OF EMPLOYEE
N/C SIC/NAICS CODE
N/C JOB TITLE SELECT
N/C BUSINESS ADDRESS
N/C BUS/INDUSTRY TYPE
N/C HOME ADDRESS
N/C EMAIL DELIVERY
\$15.00 DISKETTE (FLAT FEE
N/C RECENCY
N/C GENDER/SEX

----- MINIMUM ORDER -----
5,000

NOTE: All Pricing In US Dollars

Industry Classification: Agriculture/
Forestry/and Fishing, Mining, Construction,
Manufacturing- Foods/Tobacco, Textile and
Apparel, Lumber and Wood Pdts, Paper/
Printing and Publishing, Chemicals and
Allied Pdts, Petroleum Refining/Etc,
Rubber/Plastic/Leather Pdts, Stone/Clay/
Glass/Concrete Pdts, Primary/Fabricated
Metal, Machinery/Transport Eqpt,
Electrical and Electronic, Precision
Instruments, Miscellaneous,
Transportation/Communication, Utilities,
Wholesale Trade, Retail Trade, Finance/
Insurance and Real Estate, Hotels and
Other Lodging Services, Personal Services,
Business Services, Health Services, Other
Services, Public Administration, Others

Profile (each is a separate list):

Business Decision Makers- 7,645

Local Business Executives and 5,267

Professionals:

They are local businessmen
and professionals who play
key roles in their
organizations

Expatriate Business Executives 128

And Professionals:

They are foreign nationals
with high salaries, who play
vital roles in the
organizations they work for

Successful Entrepreneurs: 1,642

They have managed to grow their
business into a profitable
venture over a span of at least
seven years

Economic Forecast and Report 502

Buyers:

They monitor developments in
the global economy through
reports published by
reputable financial
institutions

Emerging Market Prospect 202

Optimists:

They are keen to invest
capital, transfer technology,
increase market share, and
expand operations in emerging
markets

Marketing Services Who's Who: 92

They specialize in marketing
strategy, product
conceptualization, branding,

advertising, sales management,
and public relations

Marketing and Sales Book Buyers: 461
They read books to stay on top
of the latest thinking and
practice in marketing and sales

Financial Management Book Buyers: 461
They stay on top of the latest
thinking and practice in
financial management as well as
developments in global finance

Human Resources Management Book 421
Buyers:
They read books to stay on
top of the latest practices
in human resources management

Major Companies' Annual Report 392
Requestors:
They want to know about major
companies finances, with a
view of targeting them as
suppliers, customers, agents,
employers, etc

Business Degree Holders from 294
Well/Known Schools:
They are alumni of major
business schools known for
the quality and
competitiveness of their
curricula

Business Strategy Software 139
Simulation Buyers:
They buy a software game that
tests their ability to make
the best business decisions

English-Literate Local Business 94
Execs/Entrepreneurs/and
Professionals:
They form an ideal B2B target
for offers in English aimed
at countries where English is
not widely spoken

Local Currency Restriction Evaders: 98
They do not want their foreign
transactions to be hampered by
local monetary restrictions

Financial Security Schemers- 3,290
Investors: 533
They are high net-worth
individuals who have signed up
for personal investment savings
plans

Contrarian Investors: 281
They go for investment options
most other investors turn away

from hoping they will reap huge rewards when trends reverse	
Overseas Real Estate Property Buyers:	66
They are wealthy individuals who travel to developed countries where acquisition of real estate by a foreign national is unrestricted	
Bargain Property Hunters:	126
They take advantage of crashes in the real estate markets, and look for the best buy	
Offshore Bank Depositors:	80
They keep their money at banks outside the countries where they currently live and work	
Multiple Currency Depositors:	128
They maintain bank accounts in various currencies for investment purposes	
Foreign-Owned Bank Branch Depositors:	134
They prefer to keep their money in branches of international banks than in local banks	
Foreign Exchange Speculators:	95
They consistently move funds from local to foreign currency accounts and vice versa, hoping to benefit from exchange rate fluctuation	
Personal Finance Book Buyers:	438
They want to understand how the financial markets work, and how they can secure their financial future	
Personal Investment Portfolio Strategy Attendees:	332
They attended seminars that explain how they can ensure themselves of a comfortable financial future	
Financial Indices Close Watchers:	449
They closely watch tables and graphs contained in financial publications	
Mutual Fund Close Performance Watchers:	494
They closely watch mutual funds, either because they have invested in much, or are contemplating to invest	
Free Financial Advisory Newsletter	457

Recipients:
 They have signed up for a
 free subscription to a
 financial newsletter
 published by investment plan
 brokers

Personal Tax Haven Seekers: 77
 They are looking for havens
 where they can keep their
 savings from being depleted by
 hefty taxes

Stock Market Money-Making 220
 Enthusiasts:
 They are financially
 sophisticated enough to buy
 and sell stocks based on
 their own monitoring of stock
 market indicators

Stock Market Simulation Software 114
 Buyers:
 They bought this software
 which tests their ability to
 grow and make money from an
 initial portfolio of stocks

Foreign Exchange Trading 63
 Simulation Software Buyers:
 They buy this software game
 that tests their skills in
 making money in the foreign
 exchange markets

High Personal Income Tax Payers: 26
 They belong to the uppermost
 income bracket in their society

Esoteric Enthusiasts- 1,345
 Ch'I Concept Believers: 240
 They believe that cosmic energy
 can be harnessed to bring in
 fortune, health, and many other
 good things

Chinese Horoscope Believers: 251
 They read about what someone
 born in the year of the monkey,
 or any other year, can expect
 in his life this year

Confucian Teachings Readers: 210
 They read about the down-to-
 earth teachings of Confucius,
 as well as the sophisticated
 Confucian classics

Crystal Healing Power Believers: 94
 They believe in the curative
 value of the crystals

Dream Interpretation Book Buyers: 91
 They read books to decipher the
 messages that dreams try to

convey	
Feng Shui Believers:	373
They believe that the configuration of the office space relative to the sun and stars determines the success of their business	
Feng Shui Sculpture Believers:	172
They collect sculptures that they believe can unlock the energy of the universe	
Financial Astrology Believers:	89
They use astrology to make investment and trading decisions	
Fortune-Teller Believing Businessmen:	48
Prophecy Book Buyers:	72
They read to see what fortune tellers predict about the world, their countries, and well-known personalities	
Zen Concept Believers:	146
They practice Zen hoping that they can become better managers	
Zodiac Book Buyers:	222
They read horoscope books hoping that they will gain better control of their destiny, and make their dreams come true	
Ready Buyers-	1,575
Shopping Mail and Department Store Heavy Spenders:	136
They shop extensively that they have been given charge cards, so that the malls and shops could monitor their purchasing priorities	
Television Shopping Program Buyers:	165
They shop frequently from television buying shows	
Home Electronics Heavy Spenders:	85
They closely watch the latest hardware and software releases, and spend a fortune in upgrading their computer systems at home	
Culinary Enthusiasts:	302
They engage in activities that foster the art of preparing and serving good food	
Multiple Credit Card Holders:	1,353
They have credit standings that are good enough to get three or more major credit cards	
Direct Marketing Promotion	772

Responders:
 They respond well to offers
 made buy mail, fax, phone,
 and Email

Avid Readers- 2,521
 Book Buyers/Business and 1,254
 Professional Topics:
 They buy the latest books on
 the areas that interest them
 personally and professionally

Books Written in Foreign Languages 211
 Mail Order Buyers:
 They are foreigners and locals
 who prefer to read in the
 language foreign to the country
 they live in

Magazine and Newspaper 635
 Subscribers/Business Addresses:
 They signed up for
 subscriptions offered via
 direct mail ads or door-to-
 door agents

Magazine and Newspaper 421
 Subscribers/Private Addresses:
 They signed up for
 subscriptions offered via
 direct mail ads or door-to-
 door agents

Travelers- 4,011
 Business Class Frequent 1,453
 Travelers:
 They travel often on business
 class roundtrip air tickets
 that they buy from travel
 agencies

Five-Star Hotel Frequent Guests: 824
 They can afford the luxury of
 staying at five-star hotels
 while on business trips or
 holidays

Hotel Privilege Card Holders: 331
 They signed up for a card that
 allows discounts on hotel rates
 and consumption of food and
 beverage at the hotel
 restaurants

Expensive Holiday Goers: 239
 They spend at least USD 5000 Per
 person in fares and
 accommodation only

Travel Agents' Prime Clients: 234
 They are regular buyers of air
 ticket & hotel vouchers & tour
 vouchers package from travel
 agents

Tropical Beach Resort Goers:	205
They are loyal clients of beach resorts in tropical countries	
Eurail Travel Lovers:	143
They buy the Eurail pass and its variants in order to enjoy the flexibility of traveling all over the European continent	
European Ski Holiday Package:	137
They go to Europe in winter and spend a lot of time in ski resorts	
Holiday Shopping Spree Goers:	188
They visit foreign countries for shopping, more shopping, and even more shopping	
Well Traveled Yuppies:	86
They are young people with lucrative careers who travel frequently	
Western Night Life Seekers:	152
They are young people with lucrative careers who travel frequently	
International Trade Fair Exhibitors:	727
They are executives and business owners who reach out to the international market by showcasing their products/ services at trade fairs	
Luxury Lovers-	3,558
Expensive Hobby Indulgers:	257
They can afford to engage in recreational activities that involve substantial upfront investment as well as recurring expenses	
Gold Credit Card Holders:	351
They have a very high disposable income and an impeccable credit worthiness	
Antique Asian Furniture Collectors:	239
They regularly travel to Asia, not just for holidays and business, but to shop for Asian furniture	
Beauty and Grooming Products Mail Order Buyers:	319
They buy products for bodily care and for the maintenance of presentable physical appearances of a person	
Collectible Enthusiasts and Heavy	342

Spenders:
 They are serious collectors of coins, bank notes, stamps, precious stones, and many others

Elegant Jewelry Buyers: 192
 They buy expensive brands of watches, made-to-order rings, bracelets, necklaces, and other pieces of fancy jewelry

Elitist Cultural Performance Lovers: 222
 They prefer first class performances of operas, ballets, and plays

Fashionable Sports Outfit Buyers: 283
 They buy the brands that show their exquisite taste for fashion

High-Class Hair Salon Users: 128
 They prefer to be seen at five-star hair salons, where they can rub shoulders with socialites and celebrities

International Fashion Catalog Shoppers: 259
 They purchase regularly from international fashion catalogs, and have gotten their names into the catalogs' mailing lists

Luxury Car Owners: 396
 They own car brands considered as luxury items in countries where they live

Novelty Gadget Buyers: 195
 They are easily attracted to unusual or strange gadgets, and they buy these gadgets on impulse

Private Boat Owners and Other Sailing Enthusiasts: 70
 They love sailing around coastlines around islands, and into the open seas as a form of pasttime

Up-Market Fitness Club Members: 168
 They frequent high-class fitness centers, not necessarily to stay in shape or remain fit, but to enjoy the prestige of being seen in such places

Western Art Collectors: 290
 They are open minded individuals who enjoy the diversity of cultures around the world

Wine Connoisseurs:	389
They are known for their discriminating taste for wine, and they can discern wine quality through color, smell, and taste	
Wining and Dining Big Spenders:	255
These people are known for their tendency to splurge everytime they entertain VIP guests for dinner	
Golf Club Members:	253
They are people who want the prestige of a golf club membership, and who have the money to pay for it	
Jockey Club Members:	13
They are equestrian sports enthusiasts who want and who can afford the prestige of a jockey club membership	
Healthy Living Aspirants-	1,003
Aerobics Session Regular Attendees:	145
They are highly committed to the goal of staying fit and in shape	
Alternative Medicine Literature Buyers:	352
They read about therapies and other alternative treatments, after modern medicine had failed to heal them	
Aromatherapy Product Buyers:	228
They buy medical herb distillation extracts and prepare concoctions to fight bacteria and viruses	
Health and Fitness Magazine Subscribers:	342
They read about dietary and weight control, child health care, cancer prevention, fitness and exercises, etc	
Herbal Medicine Users:	84
They use herbs to facilitate digestion, improve mood, increase energy levels, and heal wounds	
Medical Literature Buyers:	284
They are professionals and enthusiasts who read about the latest in medical science technology	
Natural Medicine Course	80

Attendees:
 They attend short courses on topics like acupuncture, kinesiology, medicine, and physical therapy
 Stress Management Course 154

Enrollees:
 They attended courses in the hope of finding relief from stress in their professional and personal lives

Weight Loss Program Buyers: 90
 They want to get rid of excessive fat in order to look better or feel better for themselves

Technology Update Watchers- 945
 Information Technology Attendees: 328
 They attend IT (Information Technology) conferences to keep themselves informed of the developments in this rapidly changing field

Architectural Design Book Buyers: 288
 They are architects and designers by profession, who keep abreast of the developments in architecture

Engineering Book Buyers: 442
 They are engineers and other technical professionals who want to stay ahead in their technical field of work

State-of-the-Art Gadget Buyers: 153
 They are constantly on the look out for the latest model of mobile phones, computer peripherals, cameras, and other gadgets

Instant Wealth Seekers- 5,827
 Quick Book Enthusiasts: 64
 They are business-minded people who are always on the look out for deals where profits can be made easily

Casino Goers: 6,993
 They are regular visitors in places like Macau, Las Vegas, Atlantic City, and Monte Carlo

Sports Events Gamblers: 108
 They watch sports events, not for the love of the game but for the thrill of betting on the game

Lucky Draw Promotion Winners: 49

They won valuable prizes at
lucky draws organized by
companies to promote products
and services

Bingo Session Attendees: 70

They attend organized fund
raising sessions as well as
visit frequently the local
bingo establishments

Media: The names are regularly supplied by
(1) database management companies that update
client database; (2) mail house, telemarketing
outfits, door-to-door agents who are
contracted to sell various products; (3)
distribution and fulfillment houses, who are
contracted to deliver products ordered through
direct marketing means