

192,372 International	\$195/M	
Phone Numbers	+\$195/M	----- DATE -----
Fax Numbers	+\$50/M	10/01/02 UPDATED
12,553 USA	\$125/M	03/24/03 CONFIRMED
Phone Numbers	+\$125/M	
Fax Numbers	+\$35/M	----- UNIT OF SALE -----
10,899 Canada	\$125/M	N/A
Phone Numbers	+\$125/M	
Fax Numbers	+\$35/M	----- GENDER -----
Contact Name & Email	\$195/M	SEE TEXT
Address Only		CAN SELECT
Contact Name & Email	\$275/M	
Address Broadcast		----- MEDIA -----
		DIRECT MAIL/SPACE ADS
		% N/A

The software that these people buy are simulations of the real business world where variables in the economic, social, cultural, political and environmental fronts interact with those in the area of management-marketing and sales, finance and accounting, human resources, operations and logistics, and others.

These softwares are like games or exercises in managerial decision-making. The player, given the trends in these variables, is constantly asked to make choices among possible courses of action in steering the business. He often makes choices in the light of incomplete or partial information (which is just the way it is in real business life). The summation of the of all the choices he makes along the way determines whether the business ends with a profit or loss, and whether it survives and grows, or perishes eventually.

----- ADDRESSING -----
 DISKETTE OR EMAIL

----- SELECTIONS -----
 N/C AGE
 N/C JOB TITLE SELECT
 N/C BUSINESS ADDRESS
 N/C GEO SELECT
 N/C HOME ADDRESS
 N/C KEYING
 N/C EMAIL DELIVERY
 \$15.00 DISKETTE (FLAT FEE)
 N/C CD-ROM (FLAT FEE)
 N/C RECENCY
 N/C GENDER/SEX
 N/C SPLIT RUN

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

NOTE: All Pricing In US Dollars

Additional Selections:

- Choice of Software Game @ N/C
- Line of Work @ N/C
- Job Designation @ N/C
- Monthly Income @ N/C
- Language @ N/C
- Courier Delivery @ Cost

94% Phone Numbers
 58% Fax Numbers
 39% Email Address

Age:

- Below 25
- 25 - 34
- 35 - 49
- 50+

Choice of Software Game: Overall Business
Strategy, Marketing and Sales Tactics, Asset
and Liability Management, Inventory and
Production Mgmt, Distribution Network
Logistics

Line of Work:

Agriculture/Livestock	3,838
Mining	1,279
Construction	9,138
Foods/Tobacco	12,975
Oil/Coal Products	914
Chemicals and Pharmaceuticals	18,275
Paper/Wood/Rubber/Glass/Ceramic/ Metal Pd	8,041
Machineries and Transport Equipment	7,310
Electrical/Electronic Pdts/ Precision Instr	20,103
Textile/Personal Accessories/ Household Pdts	3,107
Wholesale/Retail	21,930
Banking and Finance	16,448
Water/Electricity/Gas	2,010
Media	3,655
Health Care	2,741
Education/Research	5,483
Travel/Hospitality/Entertainment	4,752
Business-to-Business Services	40,206
Organizations/Government	548
Others	9,619

Job Designation:

Chairman/President/MD/CEO	44,333
COO/CFO/CIO/Director/Vice President	42,750
General Manager/Senior Manager	28,500
Middle-Level/Junior-Level Executive	30,083
Professional	12,667
Other	34,040

Monthly Income:

USD 6000 or Higher	84,974
USD 3000 - 5999	56,649
USD 3000 or Lower	24,633
No Information	26,116

Language:

English Only	30,318
Non-English Only	40,513
English Plus Other/s	121,540

Recency:

0 - 9 Months	90,415
10 - 18 Months	101,957

Geography:

Oceania-

Australia	8,055
Christmas Island	4
Cocos (Keeling) Island	3
Norfolk Island	9
Fiji	12
Kirbati	7
Marshall Island	112
Micronesia	15
Nauru	10
New Zealand	5,477
Cook Island	3
Niue	6
Tokelau	2
Palau	12
Papus New Guinea	20
Solomon Island	9
Tonga	12
Tuvalu	10
Vanuatu	8
Western Samoa	16

South Asia-

India	8,707
Pakistan	99
Sri Lanka	1,252

Far East-

Brunei	2,782
Cambodia	5
China (mainland)	6,041
Hong Kong	12,185
Macau	12
Indonesia	7,368
Japan	19,795
Korea (south)	8,763
Laos	5
Malaysia	8,107
Philippines	6,798
Singapore	6,645
Taiwan	7,043
Thailand	5,905

Middle East-

Bahrain	2,543
Iran	12
Iraq	3
Israel	3,081
Jordan	306
Kuwait	332
Lebanon	3,111
Oman	2,576
Qatar	107
Saudi Arabia	6,349
Syria	219
Turkey	563
United Arab Republic	4,412

Yemen	154
Western Europe-	
Austria	1,050
Belgium	1,188
Denmark	1,328
Finland	1,056
France	3,342
Germany	3,428
Italy	2,906
Netherlands	1,218
Norway	1,543
Spain	1,432
Sweden	1,328
United Kingdom	1,178
North America-	
Mexico	2,198
Africa-	
South Africa	6,643
Address:	
Private	29,964
Business	162,408
Gender:	
Male	103,968
Female	55,983
No Information	32,421