

WIRED ASSETS LIFESTYLE ENHANCED MOBILE CONSUMERS

8,314,717 Cell Phone Premium Content Buyers \$120/M  
 1,184,159 Male Buyers +\$10/M  
 1,363,621 Female Buyers +\$10/M  
 Opt-In Cell Phone Users for SMS Text Messaging Offers \$375/M  
 Counts Thru 08/2006

Maximize the power of mobile marketing with the Wired Assets Lifestyle Enhanced Mobile Consumer Masterfile. This unique, double opt-in database is comprised of individuals that have purchased premium content such as ringtones, wallpaper or both services. Many of these consumers have also signed up to receive text alerts or mobile notifications to be received on their cell phones or mobile devices.

This is the industry's largest and most selectable mobile marketing database.

Additional Selection:  
 Carrier @ \$15/M

Demographic:

Married 1,453,986  
 Single 233,174  
 Adult Age-  
 18 - 24 221,215  
 25 - 34 384,277  
 35 - 44 658,556  
 45 - 54 642,548  
 55 - 64 402,051  
 65 - 74 185,563  
 75+ 79,816

Child Age-

Child Present 1,752,384  
 Under 3 87,042  
 4 - 6 102,424  
 7 - 9 154,809  
 10 - 12 254,407  
 13 - 18 696,608

Income-

Under \$15,000 329,400  
 \$10,000 - \$24,999 335,978  
 \$25,000 - \$34,999 365,748  
 \$35,000 - \$49,999 585,961  
 \$50,000 - \$74,999 929,243  
 \$75,000 - \$99,999 576,106  
 \$100,000 - \$124,999 308,317  
 \$125,000 - \$149,999 146,916

----- GENDER -----  
 1,184,159 MALE  
 1,363,621 FEMALE

----- MEDIA -----  
 SEE TEXT

----- ADDRESSING -----  
 EMAIL OR SMS TEXT MESSAGIN

----- SELECTIONS -----  
 \$15.00 Age  
 \$15.00 Childs Age  
 \$15.00 Contributors/Donor  
 \$15.00 Mail Order Buyers  
 \$15.00 Ethnic/Ethnicity  
 \$15.00 Area Code  
 \$15.00 Home Owner  
 \$15.00 Income Select  
 \$15.00 Marital Status  
 \$15.00 Length of Residenc  
 \$15.00 Dwelling Size/Type  
 \$15.00 Occupation  
 \$15.00 Demographic  
 \$15.00 Renter  
 \$10.00 SCF  
 \$10.00 State  
 \$10.00 Zip  
 \$15.00 Credit Cards  
 \$15.00 Presence of Childr  
 \$10.00 Gender/Sex

----- MINIMUM ORDER -----  
 20,000- SMS TEXT MSG  
 5,000- POSTAL

WIRED ASSETS LIFESTYLE ENHANCED MOBILE CONSUMERS

\$150,000 - \$174,999	110,629
\$175,000 - \$199,999	51,643
\$200,000 - \$249,999	49,708
\$250,000+	51,783
Aggregated Credit Rating-	
Under 499	53,400
500 - 549	120,224
550 - 599	216,222
600 - 649	385,906
650 - 699	637,910
700 - 749	672,962
750 - 799	1,276,218
800+	478,590
Occupation-	
In-Home Business/SOHO	185,030
Accountant	3,906
Attorney	3,105
Beauty Services	10,875
Business Owner	85,371
Civil Servant	3,561
Clerical or Service Employee	65,378
Computer Professional	4,628
Doctor/Physician/Surgeon	6,889
Engineer	4,543
Financial Services	2,528
Health Services	3,419
Middle Management	32,415
Nurse	28,870
Professional/Technical	83,067
Real Estate	4,811
Retired	75,084
Sales/Marketing	56,896
Self Employed	23,906
Teacher/Educator	22,266
Tradesman/Machine Operator/ Laborer	67,107
Upper Management/Executive	87,232
Education Level-	
Did Not Graduate from High School	238,846
High School Graduate	752,904
Attended College	857,689
Completed College	469,656
Graduate Degree Holder	246,284
Credit Card Holder/User-	
Credit Card Holder	965,462
Gold/Platinum Card Holder	561,786
Mail Order Product Buyers (multiple response)-	
Mail Responsive	486,742
Upscale Merchandise	95,668
Male Merchandise	310,265
Female Merchandise	994,351
Book Buyer	1,955,607
Crafts/Hobbies	394,238

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Gardening	113,176
General Merchandise	973,372
Gifts/Gadgets	708,540
Interests/Hobby, Pet/Product Owners, Collectibles (multiple response)-	
Own a:	
Pet	1,003,650
Cat	552,562
Dog	774,860
Own/Use a Computer	1,411,102
Automotive Interest	455,802
Cooking	939,971
Do-It-Yourselfer	505,845
Exercise/Fitness	834,055
Gardener	1,107,684
Outdoor Enthusiast	1,317,106
Outdoor Sports Enthusiast	1,250,883
Magazine/Publication Subscriber-	
Female Oriented	347,098
Male/Sports Oriented	365,258
Cooking/Culinary	280,013
Family/General	924,726
Financial/Investment	660,309
Gardening/Horticulture	312,022
Health/Fitness	1,456,328
Donor/Contributor-	
Charities	1,198,707
General Fundraising	2,752,545
Environmental	363,728
Health & Institutional	593,071
Religious	202,518
Ethnicity-	
African American	145,307
American Indian	1,276
Arabian	14,281
Armenian	4,616
Austrian	12,349
Belgian	1,589
Black African	22,119
Bulgarian	509
Chinese	24,780
Croatian	800
Cuban	2,130
Czech	6,293
Danish	14,522
Dutch	52,368
Egyptian	538
English	733,361
Estonian	470
Ethiopian	466
Finnish	3,376
French	61,571
German	177,662
Greek	7,667
Hawaiian	492

## WIRED ASSETS LIFESTYLE ENHANCED MOBILE CONSUMERS

Hungarian	8,070
Indian	13,432
Irish	144,329
Italian	94,922
Japanese	11,463
Jewish	71,816
Kenyan	347
Korean	7,027
Laotian	304
Lithuanian	858
Mexican	58,638
Nigerian	1,012
Norwegian	11,537
Pakistani	448
Persian	1,328
Philippine	5,677
Polish	29,115
Portuguese	9,882
Puerto Rico	8,291
Romanian	1,649
Russian	11,468
Scottish	185,823
Serbian	3,006
Slovakian	4,414
Spanish/Hispanic	126,547
Swedish	27,258
Syrian	175
Turkish	997
Ukrainian	2,222
Vietnamese	11,133
Welsh	78,726
Language Spoken-	
Arabic	5,358
Chinese	8,675
French	1,039
Greek	672
Hindu	7,356
Italian	3,887
Japanese	2,091
Korean	3,711
German	712
Polish	3,172
Russian	1,205
Spanish	97,273
Thai	299
Portuguese	3,278
Vietnamese	6,284
Hebrew	6,973
Persian	625
Religious Belief-	
Buddhist	44,400
Catholic	709,820
Eastern Orthodox	20,622
Greek Orthodox	7,667
Hindu	13,434

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Islamic	19,772
Jewish	71,827
Protestant	1,154,639
Shinto	11,463
Realty Status-	
Renter	265,808
Homeowner	2,790,532
SFDU	3,256,862
MFDU	584,653
LOR:	
1 Year	130,446
2 Years	239,739
3 Years	306,618
4 - 7 Years	910,503
8 - 12 Years	959,530
13 - 20 Years	741,580
21 - 30 Years	339,236
31+ Years	153,968
Home Value-	
Under \$75,000	850,901
\$76,000 - \$125,000	525,444
\$126,000 - \$175,000	406,846
\$176,000 - \$250,000	362,418
\$251,000 - \$325,000	189,877
\$326,000 - \$425,000	129,165
\$426,000 - \$550,000	75,003
\$551,000 - \$750,000	47,767
\$751,000 - \$999,000	20,738
\$1MM+	22,516
Swimming Pool at the Home	231,094
Type of Mortgage-	
Conventional	704,605
FHA Mortgage	163,709
Adjustable Mortgage	52,022

SMS Texting: Text message of a maximum of 110 characters including opt-in/opt-out

Media: 100% Double Opt-In Cell Phone Premium Content Buyers and Text Alert Registrants

Cancellation:

SMS Texting- \$250/F cancellation fee on orders cancelled prior to deployment. Full charges apply on orders cancelled after deployment.

Postal- \$50/F cancellation fee on orders cancelled prior to mail date. Full charges apply on orders cancelled after mail date.