

COMPANY/ PROGRAM	PROGRAM DESCRIPTION	DATES OFFERED	DISTRIBUTION	COST
Amazon.com	Samples delivered in Amazon.com's customer merchandise packages.	Monthly	60MM annually	\$95/M-\$195/M varies by weight/size
Better Your Body/ Get Up & Go! Tour	Targets consumer families in the weight loss Health and Fitness Industry.	May-Sept.	30M total	\$100/M
Coast-2-Coast Coupon Co-Op	Co-op, direct mail envelope with one product sample and approx. 20 coupons from local retailers to residents in the immediate area of the retail locations.	Weekly, client selected areas	60MM annually	\$35/M to \$200/M Based on weigh
CO-OP Promotions Buffini National Mailing	Target homeowners with mailings from 19,000 realtors nationwide.	Monthly	1.9MM	Approx. \$70-\$120/M, varies by weight/ size/volume
College Bookstore Sampling National Motorcoach Network Papa John's Pizza National Music Retailers at Malls	Samples delivered in 500+ bookstores to college students during back-to-school. National or regional samples distributed to travelers onboard motorcoaches. Target mid-upscale families by distributing your sample with Papa John's pizza. Target young music/entertainment seekers aged 14 to 35 in major malls nationwide.	Spring, Fall Ongoing Ongoing Ongoing except major holidays	1MM-3MM 500M-1MM+ 9MM/period (4 weeks) 1MM-3MM+	\$70-\$120/M, varies by weight/size/volume \$70-\$120/M, varies by weight/size/volume TBD, varies by weight/size/volume TBD, varies by weight/size/volume
Co-Options Healthy Families Pack	Health & Wellness themed sample packs delivered to families at community venues, family health expos and other themed events.	April	1MM	\$60/M-\$140/M
Back-To-School Pack Halloween Trick-Or-Treat Bag Pediatrician Network	Back-to-school themed family sample packs delivered at major retailers. Halloween Bags with samples delivered to families at family leisure venues. Solo or co-op samples to families via 4,000 trusted Pediatricians nationwide. Supported by counter signage and office advertising.	Aug. Oct. Ongoing	2MM 1MMv Up to 1.5MM/month	\$60/M-\$140/M \$60/M-\$140/M \$60/M-\$80/M plus shipping
Family Travel	Custom targeted and integrated sampling to families at timeshare resorts, rental, cars and other venues.	Ongoing	Up to 5MM annually	\$70/M-\$100/M plus shipping
Family Fairs & Festivals Family Leisure & Entertainment	Custom targeted and integrated sampling to families at family fairs and festivals. Custom targeted and integrated sampling to families at theaters, live touring shows, QSR and other venues.	March-Nov. Ongoing	Up to 8MM annually Up to 2MM/month	\$70/M-\$100/M plus shipping \$70/M-\$100/M plus shipping
Youth Sporting Events Family Health & Wellness	Custom targeted and integrated sampling to families at youth sporting events. Custom targeted and integrated sampling to families at health expos and grassroots community venues.	Seasonal Ongoing	Up to 2MM annually Up to 1MM annually	\$70/M-\$100/M plus shipping \$70/M-\$100/M plus shipping
Learning & Exploration	Custom targeted and integrated sampling to families at museums, retailers and other experiential venues.	Ongoing	Up to 4MM annually	\$70/M-\$100/M plus shipping
Hispanic Family Events Family Retailers	Custom targeted and integrated sampling to families at Hispanic family events. Custom targeted and integrated sampling to families at family oriented specialty retail chains.	Seasonal Ongoing	Up to 500M annually Up to 1.5MM/month	\$70/M-\$100/M plus shipping \$70/M-\$100/M plus shipping
Home Shows Community Events Brand Hosted Themed Co-Ops	Custom targeted and integrated sampling to families at home shows in major markets. Custom targeted and integrated sampling to families at local community events. Solo or co-op sampling to families via brand package and display in-store events.	Spring/Summer Ongoing Client determined	Up to 500M annually Up to 1MM /month Varies	\$70/M-\$100/M plus shipping \$70/M-\$100/M plus shipping \$20/M-\$100/M; Overwrapping quoted separately
Cover Concepts Book Covers	Samples/sponsored products featured on school text book wraps. Creative, distribution and branding with or without Marvel Super Heroes.	Ongoing	35MM	Varies by weight/size/quantity
Educational Comic Books	Customized Marvel Comics featuring the sponsor's product/brand, available with or without Marvel's Super Heroes.	Ongoing	35MM	Varies by weight/size/quantity
Teachers Guides	Teachers' Guides create a lesson plan around a sponsor's product or brand. Creative, distribution and branding with or without Marvel Super Heroes.	Ongoing	35MM	Varies by weight/size/quantity
Sampling	Multi-sponsored, themed or solo sample packs distributed to students in our network.	Ongoing	35MM	Varies by weight/size/quantity
The Dialogue Co. Diabetes Outlook Cardiac Directions	Patient education kit hand-delivered to diabetes patients by education professionals. Patient education kit hand-delivered in hospital cardiac rehab classes to recently diagnosed cardiovascular patients.	March, Sept. Jan., April, July, Oct.	500M annually 600M annually	Based on weight/size Based on weight/size
HealthSTART New Dog Owner Access New Cat Owner Access	Samples to patients via physicians while being diagnosed with a health condition. Samples distributed to new puppy/dog owners on day of pet acquisition n. Samples distributed to new kitten/cat owners on day of pet acquisition.	Client determined March, June, Sept., Dec. Jan., May, Sept.	Client determined 1.1MM annually 1MM annually	Based on weight/size Based on weight/size Based on weight/size
Elite Sampling & Promotion Behavior Based	Solo direct mail sampling based on key behavioral targets including competitive brand users.	Ongoing	Varies, based upon target	Varies, based on weight/size
Internet Request Based	We will create a link to your Web site, collect consumer information and fulfill internet based sampling requests. We can also create and host your Web site if required.	Ongoing	Varies, based on site traffic	Varies, based on weight/size
24 Hour Fitness Choice Hotels	Sampling to men and women at one of the largest health clubs nationally. Sampling via leading hotel chain nationally reaching over 100MM travelers and vacationers annually. Samples distributed in-room or in-lobby.	Ongoing Ongoing	Up to 3MM/month Up to 8MM/month	Varies, based on weight/size Varies, based on weight/size
Dollar General SpaWish Great Fans Motorsports Newborn Know How	In-store sampling and product demo's for the leader in the value chain segment. Solo sampling and single marketer gift packs at day spa's nationally. Solo and co-op gift bag distributed at selected NASCAR venues nationally. Samples distributed to new mothers in maternity wards coupled with place-based media opportunity.	Ongoing Monthly with venue exclusivity Feb.-Nov. Ongoing	Upt of 3MM/week 500M/month 900M Up to 1MM	Varies, based on weight/size Varies, based on weight/size Varies, based on weight/size Varies, based on weight/size
Parents Expecting	Samples distributed to expectant mothers in OB/GYN offices coupled with place-based media opportunity.	Ongoing	Up to 1MM	Varies, based on weight/size
Ser Padres	Samples distributed to Hispanic mothers in FP/GP and pediatrician offices coupled with place-based media opportunity.	Ongoing	Up to 3MM	Varies, based on weight/size
Vacation & Cruise Sampling	Solo and single marketer gift packs distributed to vacationers at a variety of locations including cruise lines and airlines.	Ongoing	Up to 2MM annually	Custom quoted
Home Buyer Hot Stuff Great Fans College Homecoming Catalogue Sampling HBCU	Samples to new movers nationally via partnerships with regional phone companies. Samples distributed at major college football homecoming games. Targeted, direct-to-consumer samples placed in selected outgoing catalogue orders. Samples distributed to college men and women at the 100+ Historically Black College & Universities.	Ongoing Sept.-Nov. Ongoing Fall, Spring	Up to 16MM Up to 1MM Up to 10MM, varies by target Up to 500M	Varies, based on weight/size Varies, based on weight/size Varies, based on weight/size Varies, based on weight/size
U.S. Military	Samples distributed to active servicemen and women and their families at selected U.S. military bases and air shows nationally.	Ongoing	Up to 2MM	Varies, based on weight/size
Rainbow Gift-with-Purchase 5.7.9 Gift-with-Purchase PGA & LPGA	Co-op or solo sample packs distributed to women 18 to 34 at Rainbow stores. Samples distributed to teen girls at 5.7.9 stores. Co-op or solo sample packs distributed at selected tournaments nationally.	Co-op: Spring; Solo: ongoing Ongoing March-Oct.	500M Up to 1MM/month 250M	Custom quoted Varies, based on weight/size Varies, based on weight/size

Amazon.com: David Guyer (610) 993-0500 • Better Your Body: Matt Zucker (516) 883-4791 ext. 100 • Coast-2-Coast Coupon Co-Op: Larry Tucker (201) 307-8888 • CO-OP Promotions (954) 922-2323 • Co-Options: Brian Sockin (919) 654-6779 • Cover Concepts: Bob Sabouni (646) 742-6803 • The Dialogue Company, Inc.: Glen Greissing & Gina Lindell (609) 737-1110 • Elite Sampling & Promotion: Andy Kovachik (973) 492-3451

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ICOM (cont.d) ICOM Solo Mail Sampling ICOM Neighborhood Direct	Targeted samples based on self-reported purchase behavior and intention data, using TargetSource database. Neighborhood targeted sampling selected from ICOM's database of 25 MM self-reported purchase behaviors	Client selects timing Client selects timing	Up to 15MM HHs; 1,000+ selects Client determined	Starts at \$70/M plus lettershop Custom quoted
INNOVA Marketing hers Solo Sampling Gift Santa PAK	Solo sampling at 200 malls nationwide reaching women and moms. Samples distributed via Santa at 200 malls nationwide reaching moms and kids	Ongoing with seasonal pushes Nov.-Dec.	Up to 2MM Up to 2MM	\$60/M \$60/M
International Direct Response, Inc. The Catalog Package Sampling Program Women's Fashions Mothers with Children Men, 21-45 Home, Kitchen & Cooking Outdoor Enthusiasts Home Gardening Active Seniors Small Business Niche Catalogs	Samples mailed in 1,000+ cataloger's fulfillment packages, selectable by catalog and target audience. Samples in women's fashion catalog packages. Samples in children's and family-oriented catalog packages. Samples in men's fashion, sports and hobbies catalog packages. Samples in bed and bath, kitchen, cooking and food catalog packages. Samples in camping, hiking and hunting catalog packages. Samples in gardening, seed and supply catalog packages. Samples in senior-oriented apparel, health and fitness catalog packages. Samples in computer, paper and office supply catalog packages. Samples in automotive, pet and electronics catalog packages.	Monthly Monthly Monthly Monthly Monthly Monthly Monthly Monthly Monthly	400MM annually 70MM annually 25MM annually 40MM annually 65MM annually 20MM annually 8MM annually 30MM annually 20MM annually 70MM annually	\$65M-\$195/M varies by weight/size \$65M-\$195/M varies by weight/size \$65M-\$195/M varies by weight/size \$65M-\$195/M varies by weight/size \$65M-\$195/M varies by weight/size \$65M-\$195/M varies by weight/size \$65M-\$195/M varies by weight/size \$65M-\$195/M varies by weight/size \$65M-\$195/M varies by weight/size
iVillage Parenting Network <i>Lamaze Parents Magazine</i> <i>Lamaze Para Padres Magazine</i> <i>Baby Steps Magazine</i>	Product samples polybagged in <i>Lamaze Parents</i> and handed out by childbirth educators to expectant parents in childbirth class. Product samples polybagged in <i>Lamaze Para Padres</i> and handed out by childbirth educators to expectant parents in Spanish-language childbirth classes. Product samples polybagged in <i>Baby Steps</i> and handed out by maternity nurses to new mothers in the hospital.	April, July, Oct., Jan. April, July, Oct., Jan. Jan., April, July, Oct.	2.4MM annually 850M annually Up to 2.7MM annually	Starts at \$55/M, varies by weight/size Starts at \$65/M, varies by weight/size Starts at \$50/M, varies by weight/size
Kaleidoscope Youth Marketing Solutions	Product sampling and distribution of branded school supplies and educational programs to kids, teens and their parents in schools, preschools and daycares, skate centers, camps, colleges and universities. Solo and custom programs available.	Ongoing	60MM	\$50/M-\$100/M
MarketSource ParentSource Brides-to-be College Freshman At Home Shopping Hair Salons Photo & Portrait Studios Intercept Sampling In-flight Hotel Sampling Airport Sampling Campgrounds Timeshare Resorts Adults 55+	Co-op sampling program reaching family's with children in elementary school. Custom and co-op sampling to women shopping for wedding gowns. Co-op sampling to freshman before the school year starts at orientation. Custom category segmented sampling delivered in homebound packages. Custom sampling to appearance conscious consumers by the stylist. Custom sampling to young mothers as they bring their families in for pictures. Custom opportunities at sporting events, commuter stations, office parks, etc. Sampling in-flight to travelers on major airlines. Sampling to guests in 545,000 rooms nightly at 6,500 hotels. Sampling to travelers in 65 airports with media elements. Sampling to campers in 500 campgrounds. Sampling to travelers in timeshare at 300 resorts. Sampling via active adult communities and national retail chain.	August - October Monthly June - August Monthly Monthly Monthly Monthly Monthly Monthly Monthly Monthly Monthly Monthly	1.5MM 1MM 1 MM 2 MM 1.5 MM 1.5 MM 2MM/Month 1MM/Month 5MM/Month 1MM/Month 2MM/Month 1.5MM 1MM	\$80/M - \$120/M \$80/M - \$120/M \$70/M - \$120/M \$150/M - \$300/M \$120/M - \$150/M \$120/M - \$150/M \$150/M - \$300/M \$100/M-\$150/M \$100/M-\$150/M \$100/M-\$150/M \$100/M-\$150/M \$100/M-\$150/M \$100/M-\$150/M
MBS Associates Homeless Homer Adoption Kit Homeless Homer New Puppy Kit Homeless Homer New Cat Kit Homeless Homer New Kitten Kit Dog Training Kit Program	Product samples distributed by select animal shelters to new dog adopters. Product samples distributed by select animal shelters to new puppy adopters. Product samples distributed by select animal shelters to new cat adopters. Product samples distributed by select animal shelters to new kitten adopters. Product samples distributed to owners by trainers during first training session.	Feb., June, Oct. Feb., June, Oct. Feb., June, Oct. Feb., June, Oct. Jan., May, Sept.	435M annually 315M annually 410M annually 340M annually 400M annually	Varies by weight/size/quantity Varies by weight/size/quantity Varies by weight/size/quantity Varies by weight/size/quantity Based on weight
Media Horizons Management <i>Prevention Magazine</i> Premiums <i>Men's Health Magazine</i> Premiums <i>Runner's World/Race Pak</i> Barnes & Noble.com Staples.com Lane Bryant Gardener's Supply Catalog	Samples included in <i>Prevention</i> merchandise and premiums order packages. Samples included in <i>Men's Health</i> merchandise and premiums order packages. Samples included in packs hand-delivered to participants at races nationwide. Samples included in book, music and movie order shipments. Samples included in Staples.com office and school supply order shipments. Samples included in Lane Bryant catalog or Web site apparel order shipments. Samples included in shipments sent to gardening enthusiasts.	Jan.-Dec. Jan.-Dec. Jan.-Dec. Jan.-Dec. Jan.-Dec. Jan.-Dec. Jan.-Dec.	350M/month 135M/month 180M/month 500M/month 500M/month 500M/month 40M/month	Varies by weight/size Varies by weight/size Varies by weight/size Varies by weight/size Varies by weight/size Varies by weight/size Varies by weight/size
Meredith Sampling and Insert Solutions <i>American Baby</i> Sampler for New Parents <i>American Baby's Para Nuevas Mamas</i> for Hispanic Parents <i>American Baby</i> Sampler for Expectant Parents <i>American Baby's Pronto Seras Mama</i> Sampler for Expectant Hispanic Parents <i>American Baby</i> Especially for Mothers Direct Mail Co-Op <i>American Baby</i> Welcome Issue Parents Healthy Kids	Samples sent to hospitals for distribution to new mothers polybagged with <i>American Baby First Year of Life Magazine</i> . Samples sent to hospitals for distribution to Hispanic new mothers polybagged with <i>12 Meses Magazine</i> . Samples sent to childbirth educators for distribution to expectant mothers polybagged with <i>American Baby's Childbirth Guide</i> . Samples sent to OBGYNs for distribution to expectant Hispanic mothers polybagged with <i>Espera Magazine</i> . Co-op envelope mailed to new mothers of three- and four-month-old baby. Samples polybagged with welcome issue of <i>American Baby</i> sent to expectant mothers in their first and second trimester. Samples distributed at pediatrician offices to parents with a children from 0- to 10-years-old polybagged with <i>Parents Healthy Kids Magazine</i> .	Monthly March, June, Sept., Dec. Feb., May, Aug., Nov. May, Nov. Jan., March, May, July, Sept., Nov. Weekly Dec., Aug.	3MM annually 600M annually 2.3 MM annually 750M annually 3.3MM annually 750M annually 1MM annually	Starts at \$50/M, varies by weight/size Starts at \$50/M, varies by weight/size Starts at \$50/M, varies by weight/size Starts at \$50/M, varies by weight/size Starts at \$60/M, varies by weight Starts at \$60/M, limited to 12 participants Starts at \$50/M, varies by weight/size

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National Sampling Systems, Inc. Kids In-School Spring Sampling Kids In-School Fall Sampling	In-school, hand-delivered sampling to kids in more than 30,000 elementary, middle and high schools nationwide. In-school, hand-delivered sampling to kids in more than 30,000 elementary, middle and high schools nationwide.	Feb.-April Sept.-Nov.	Up to 3MM Up to 5MM	\$75/M \$75/M
New Neighbor Pak	Direct mail samples to new homeowners within seven days of move.	Weekly	1.6MM+	\$75/M with printing, varies by weight
NuBoard Media College FedEx Orange Bowl College Nokia Sugar Bowl MLB NBA Hispanic Soccer Events MLS Women's Sports/Faith Events MiLB/Legends & Mudhens NASCAR/Motorsports College Chick-fil-A Peach Bowl	Samples in promotional bags attached to seat backs at sports venues nationwide. Samples in promotional bags attached to seat backs at sports venues nationwide. Samples in promotional bags attached to seat backs at sports venues nationwide. Samples in promotional bags attached to seat backs at sports venues nationwide. Samples in promotional bags attached to seat backs at sports venues nationwide. Samples in promotional bags attached to seat backs at sports venues nationwide. Samples in promotional bags attached to seat backs at sports venues nationwide. Samples in promotional bags attached to seat backs at sports venues nationwide. Samples in promotional bags attached to seat backs at sports venues nationwide. Samples in promotional bags attached to seat backs at sports venues nationwide.	Dec., Jan. Dec., Jan. April-Sept. Nov.-April. May-Oct. Monthly April-Sept. Monthly Dec., Jan.	75M 75M 1MM 1MM 1MM 1MM 1MM 1MM 1MM 75M	\$80/M-\$150/M \$80/M-\$150/M \$80/M-\$150/M \$80/M-\$150/M \$80/M-\$150/M \$80/M-\$150/M \$80/M-\$150/M \$80/M-\$150/M \$80/M-\$150/M \$80/M-\$150/M
Octagon Sampling Solutions State Fair/Food/Wine Festival Network Concert Network Music Stores/Retailers Film Festival Network Movie Theater Network Fitness/Wellness Network Outdoor Fitness Event Network High School & College Athletes Minor League Baseball Parks Travel Sampling Bowling Center Network Hair Salon Network Women's Club Network Health Monitor Network Mobile Marketing/Street Team Sampling Custom Sampling Solutions	Sampling to fair and festival goers in 40 states. Sampling at indoor and outdoor concerts targeted by type of performer and band. Sampling with music or video purchases at any TransWorld Entertainment chain. Sampling and sponsorships of film festivals nationwide or by selected locations. Box office sampling with ticket purchase at client selected movie and theater chain. Sampling at yoga studios, jazzercise centers, YMCAs and other fitness locations. Sampling at outdoor participatory fitness events nationwide including walks, runs, bikathons, swim and ski events. Sampling via athletic directors and university athletic centers. Sampling to families at 158 parks nationwide or client selected teams and cities. Sampling on board airlines or in airports at clubs, hotels and cruises. Sampling to choice of targets at a network of bowling centers. Sampling to women via hairstylists at 5000+ hair salons nationwide. Sampling at women's business, social, religious and community clubs and organizations. Sampling at doctor offices by specialty. Customized vehicles, event/venue negotiations and permits, staffing, customized by client needs/targets. We will locate, negotiate and contract with venues per client's targeting needs.	Aug.-Nov. Ongoing Monthly Varies Monthly Monthly Monthly Ongoing April-Sept Monthly Monthly Ongoing Ongoing Monthly Ongoing Custom	Varies Varies 1MM-3MM Average 10M/festival Up to 10MM Up to 3MM Varies Varies Varies Up to 10MM 500M-3MM Up to 4MM Up to 1MM Varies Varies Varies Varies	Starts at \$200/M Starts at \$200/M \$80M-\$150/M Starts at \$200/M \$100M-\$160/M \$120M-\$160/M Starts at \$160/M \$100M-\$200/M Starts at \$200/M \$80M-\$150/M \$80M-\$150/M \$100M-\$160/M Starts at \$200/M \$100M-\$160/M Custom quoted Custom quoted
Precision Marketing Group Entamil Diaper Bag Entamil Formula Supplement Kit Entamil Third Trimester Kit	Samples distributed nationally to new mothers in hospitals. Samples distributed nationally to new mothers in pediatric offices. Samples distributed to expectant mothers at OB/GYN offices nationally.	Monthly Monthly Monthly	2.8MM 2.8MM 1MM	Starts at \$65/M, varies by weight/size Starts at \$65/M, varies by weight/size Starts at \$65/M, varies by weight/size
PromoWorks, LLC Wal-Mart In-Store Demos Wal-Mart Retailtainment Wal-Mart Edutainment In-Store Sampling C-StoreWorks Sampling Consumer Education MobileWorks PSP (Proven Sales Performers) The Home Depot In-Store Demos MiConexión Hispanic Marketing Solutions National Diabetes Grocery Co-Op Chicago Cubs/Wrigley Field Parking Lot Themed Events NCAA Football and Basketball PGA Tournaments Minor League Baseball Happy Camper Program College Bowl Game Sampling Pro Football Tailgating Down-the-Street Sampling Ethnic Sampling	National, turnkey, in-store sampling Customized in-store events with entertainment to consumers. Customized in-store education-based events delivering key and brand messages. National, turnkey, in-store sampling in all classes of trade. National, turn-key, in-store sampling in a pre-approved list more than 15,000 C-Store locations nationwide. Targeted in-store consumer education program matching a demo profile. Customized in-store mobile sampling in all classes of trade. Top demonstrators based on factual, historical in-store sales performance. Customized in-store hands-on events designed to stimulate trial and awareness. Customized turnkey co-marketing sampling in high-indexing stores nationally. National, turnkey in-store sampling co-op event. Customized, turn-key stationary and mobile sampling at Chicago Cubs home games at Wrigley Field. Pre and post game sampling available. Customized, retail parking lot sampling and promotions. Customized, turn-key sampling at 125 NCAA Division 1 Football and Basketball venues nationwide. Customized, turnkey exit sampling at targeted PGA tournaments nationwide. Customized, turn-key sampling at 100+ Minor League Baseball parks nationwide. Sampling at more than 1,500 campgrounds nationally. Sampling in key Bowl Games, including the BCS. Sampling to the pro football audience. Sampling utilizing dispensers at retail stores, professional offices, bars/nightclubs, coffee shops and other locations determined by client. Sampling in key markets with ethnic skew using bi-lingual ambassador staff, including, major ethnic fairs, festivals, concerts and sporting events.	Daily Daily Daily Daily Daily Daily Daily Daily Daily Daily Oct. April-Oct. Ongoing based on weather Aug.-March Jan.-Oct. April-Sept. May-Sept., Oct.-March January Aug.-Dec. Ongoing Ongoing	Nationwide Nationwide Nationwide 50M+ stores 15M+ stores 35M+ stores 18M+ stores 3M+ stores Nationwide 1000+ stores 6250+ stores Up to 25M/brand Varies Up to 100M/event Up to 60M/event Up to 10M/event Up to 10MM Up to 50M/event Up to 50M/event Client specified Quantities based on attendance	Custom quoted Custom quoted Custom quoted From \$125/store day From \$100/store day From \$180/store day From \$125/store day From \$135/store day From \$155/store day Co-op: based upon participation; Solo: from \$125/store day Co-op: based upon participation Custom quoted Custom quoted Up to \$0.25/sample \$0.22-\$0.40/sample Up to \$0.25/sample \$0.075-\$0.25/sample \$0.075-\$0.25/sample \$0.075-\$0.25/sample \$0.05-\$0.18/sample \$0.075-\$0.25 per sample
Singer Direct Bloomingdale's by Mail Columbia House DVD New Member Package Insert Prgm Columbia House DVD Positive Option Package Insert Prgm Doubleday Entertainment Domestications Insert Program FootSmart Insert Program International Male Insert Program	Samples are hand dropped in outbound merchandise shipments. Samples are hand dropped into in outbound Columbia House New Member DVD shipments. Samples are hand dropped into outbound Columbia House DVD shipments. Sample are hand dropped into outbound Doubleday Ent. Book Club shipments. Samples are hand dropped into outbound merchandise shipments. Samples are hand dropped into outbound FootSmart merchandise shipments. Samples are hand dropped into outbound Int'l Male merchandise shipments.	Jan.-Dec. Jan.-Dec. Jan.-Dec. Jan.-Dec. Jan.-Dec. Jan.-Dec. Jan.-Dec.	1.2MM annually 100M to 267M/month 394M to 1.1MM/month 450M to 900M/month 1.3MM annually 800M annually 325M annually	Custom quoted Custom quoted Custom quoted Custom quoted Custom quoted Custom quoted Custom quoted

National Sampling Systems: Jordan Rosenstrach (732) 706-5000 • New Neighbor Pak: Larry Tucker (201) 307-8888 • NuBoard Media (866) 682-6273 • Octagon Sampling Solutions: Janet Nicolini (203) 354-7424 • Precision Marketing Group: Fred Stein (914) 347-7800 • PromoWorks (888) 310-3555 • Singer Direct Joe Caiazzo & Diana Leston (914) 472-8819 •

COMPANY/ PROGRAM	PROGRAM DESCRIPTION	DATES OFFERED	DISTRIBUTION	COST
Singer Direct (cont. d) Silhouettes Package Program The Company Store Package Insert Program	Samples are hand dropped into outbound Silhouettes merchandise shipments. Samples are hand dropped into outbound Company Store catalog shipments.	Jan.-Dec. Jan.-Dec.	650M annually 850M annually	Custom quoted Custom quoted
Sky Marketing, LLC Airline Sampling Airline VIP Club Sampling Airline Flight Attendant Program Cruise Line Sampling Resort/Travel Agency Sampling	Product samples distributed in-flight aboard 40+ airlines. Product samples distributed in baskets at reception desk upon check-in. Product samples distributed to U.S. major, national and regional airline carrier flight attendants at airline crew bases. Product samples distributed with meals or in cabin aboard eight cruise lines. Product samples distributed in rooms of select resort chains and travel agencies.	Monthly Monthly Monthly Monthly Monthly	Up to 12MM/month Upt to 500M/month 150M, based on attendants at each location 1.5MM/month 500M/month	\$50/M-\$150/M \$40/M-\$150/M \$25M plus shipping \$40/M-\$70/M \$40/M-\$60/M
Specialized Promotions Network, Inc. (SPN) Recreational/Endurance Athletes Women Sampling Hispanic Sampling	Samples inserted into event goodie bags and finish-line food areas nationally. Samples distributes to women at cause events and expos via onsite booth and goodie bag inserts nationally. Product samples distributed at Cinco de Mayo, Independence Day and other Hispanic holiday festivals.	Monthly Monthly Monthly	2.5MM 2MM 5M-1MM	Varies by weight/size Varies by weight/size Varies by sponsorship level
StartSampling, Inc.	Turnkey, solo and co-op samples distributed via the Internet to targeted consumers who request them. Samples can be distributed from brand sites, the StartSampling Network of over 200 Web sites, www.startsampling.com or tied to any brand media campaign. Each program tracks each sample distributed and contains direct consumer research for immediate feedback.	Ongoing	National	Varies by weight/size/target requirements
The Sunflower Group SamplePouch FastBag In-Store Services Sunset Sampling LIVE!Media Sponsorship Activation	Samples inserted into a pouch on a custom-printed newspaper delivery bag. Newspaper bag with samples that slide into an outside sleeve of the bag. National in-store and off-site demos. National mid-week in-store sampling demos. Turnkey booth, tent or intercept sampling events. Sampling via the "sampling rights" of existing event sponsorships.	Daily Daily Weekly Monday-Thursday Daily Daily	37MM 37MM 30M+ stores 27M stores National National	From \$175/M From \$200/M From \$120/six-hour store day From \$99/four-hour store day Custom quoted Custom quoted
Supermarket of Savings Young Families Direct Mail New Baby Direct Mail Pre-School Direct Mail 50+ Active Adult Direct Mail	Sampling targeting families with children 0 to 6 years old. Sampling targeting families with children 0 to 2 years old. Sampling targeting families with children 2 to 6 years old. Samples delivered in personally addressed envelopes to adults 50 to 65.	Jan., April, July, Oct. Jan., April, July, Oct. Jan., April, July, Oct. Jan., Oct.	12.5MM, four times per year 2.5MM, four times per year 10MM, four times per year 12.5MM, two times per year	\$35/M \$35/M \$35/M \$35/M
Target Market Consulting College Back-to-School College End-of-Term College In-Store Display	Hand-delivered samples in college bookstores during semester book rush. Hand-delivered samples in college bookstores during book buy-back Display dispensers in college bookstores during school term.	Aug.-Sept., Jan.-Feb. Nov.-Dec., April-May Aug.-Dec., Jan.-May	2MM 1MM 500M	\$250/M \$125/M \$100/M
Target Marketing Fair Co-op Taste Festival Co-op City/Commuter Co-op Special Event Sampling Hispanic Event Sampling	Co-op sample bag hand-delivered to consumers at the top 40 state and county fairs. Co-op sample bag hand-delivered to consumers at major food festivals. Samples hand-delivered in business districts and commuter stations. Targeted samples hand-delivered at events on a local, regional or national level. Samples hand-delivered at major Hispanic special events.	Jan.-Nov. May-Oct. Quarterly Ongoing Ongoing	2.5MM 2.5MM Up to 6.5MM Varies by event Varies by event	\$120/M-\$140/M \$120/M-\$140/M \$100/M-\$110/M Varies by event Varies by event
Uniflex, Inc College Bag Inserts	Samples placed in shopping bags used at college bookstores nationwide.	Aug.-Dec., Jan.-May	6MM Fall, 4MM Winter	Starts at \$35/M, varies by weight/quantity
United States Indoor Soccer Association USIndoor Network	Sampling and custom programs to kids, teens and adults at 450+ indoor sports facilities.	Weekly/Monthly	3MM National/ regional/market	Varies by weight/size/quantity
Valassis Newspouch Polybag Newspac Insert Direct-to-Door Solo Direct Mail	Solo newspaper delivery bag containing product sample in a heat-sealed pouch. Solo brochure with removable flat-pack samples inserted in promotion section. Printed polybags or boxes hung on doorknobs of targeted consumers. Target, high-impact, direct mail sampling programs based on retailers' frequent-shopper card data, customer databases and geographic/demographic information.	Daily Daily Daily Daily	40MM HHs 60MM HHs 50MM HHs National	Varies by weight/size/quantity Varies by weight/size/quantity Varies by weight/size/quantity Varies
We Deliver America Mall Take-Ones Day Care Take-Ones Pre-Natal Classes College Take-Ones Retail Take-Ones Tourist Take-Ones Health Take-Ones Supermarket Take-Ones Business Traveler Take-Ones	Take-one displays in high traffic exit areas inside 135 malls nationwide. Super Saver Family Pak delivered to 25,000 centers in a take-one display. Ride-along samples handed out in pre-natal classes. Take-one displays in high traffic college bulletin boards. Take-one displays in high traffic areas of pizza parlors, beauty/barber shops and other retail locations. Take-one displays in high traffic hotels, motels, RV lobbies, ski areas and other tourist locations. Take-one displays in pharmacies and doctor's office waiting rooms. Take-one displays in high traffic supermarkets nationally. Take-one displays in high traffic airports, train stations, hotels and other business traveler locations.	Jan., April, July, Oct. March, Oct. Jan., July Sept., Oct. Monthly Monthly Monthly Monthly	5MM, four times per year 4MM, two times per year 1.2MM, two times per year 2MM 10MM 5MM 2.5MM 5MM 8MM	\$65/M \$45/M \$65/M \$85/M \$85/M \$85/M \$85/M \$85/M \$85/M
Windy City Sports Mag Bag Program Accenture Chicago Triathlon Bag Chicago 1/2 Marathon Bag	Samples inserted in event goodie bags distributed at amateur sporting events. Samples inserted into goodie bags of triathlon participants. Samples inserted into goodie bags of marathon participants.	April-Nov. Aug. 23 Sept. 6	60M+ 8,000 8,500	\$100/M \$600 \$400

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COMPANY/ PROGRAM	PROGRAM DESCRIPTION	DATES OFFERED	DISTRIBUTION	COST
ZAG Marketing Teen and Tween Athletes Food Festivals Spring Break Marathons/Walk-Run Events Consumer Electronic Stores	Product samples hand-delivered to 9- to 18-year-olds at sports camps/tournaments, through clubs and organizations and other related events throughout the U.S. Product samples hand-distributed to visitors at major food-related festivals nationwide, throughout the year. Product samples hand-distributed to vacationing college students at major beach clubs, bars, hotels and hot spots during Spring Break. Product samples hand-distributed at major marathons and walk/run events nationwide via on-site sampling staff and/or athlete gift bags. Product samples hand-distributed at major consumer electronic stores nationwide via on-site mobile tour.	May-Sept. Year round with March-Oct. concentration Feb.-March Year round with April-Nov. concentration June-Oct.	Up to 500M Up to 5MM Up to 1MM Up to 1MM Up to 500M	Varies based on volume/quantity Varies based on volume/quantity Varies based on volume/quantity Varies based on volume/quantity Varies based on volume/quantity
Zoom Media & Marketing Active Family Sampling Fitness Sampling Nightlife sampling Custom Sampling	Samples hand-delivered to kids, tweens, teens and/or parents at family leisure destinations. Samples distributed to active adults at Bally Total Fitness and Town Sports International healthclubs. Targeted sampling to young adults in bars, restaurants and nightclubs. Targeted sampling to any demo in malls, beaches, colleges and other client determined locations.	Monthly Monthly Monthly Monthly	6MM monthly 4MM monthly 2MM monthly 5MM monthly	Varies by program Varies by program Varies by program Varies by program

ZAG Marketing: Jon Lesser (908) 903-9009 • Zoom Media & Marketing: Lee Levitz (212) 685-7981

To be listed in PROMO's Sampling Chart please contact Maureen Van Kuren at 203-358-4240 or by e-mail at mvankuren@prismb2b.com.