

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **A1** Name: **Sample Lis** Qty Mailed: 16,080

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
557A-97	06/1997	A	Sample Segment	8,523	57	798.00	2,527.93	-1,729.93	14.00	0.67%	-202.97	3.17	31.57%
557C-97	06/1997	C		22	0	0.00	6.21	-6.21	0.00	0.00%	-282.05	0.00	0.00%
A1G	11/1998	A		3,393	33	303.00	1,148.75	-845.75	9.18	0.97%	-249.26	3.79	26.38%
A1GC	11/1998	C		26	1	5.00	7.71	-2.71	5.00	3.85%	-104.32	1.54	64.83%
A1GE	11/1998	E		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
A1GF	11/1998	F		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
A1GG	11/1998	G		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
A2G	11/1998	A		4,095	21	372.00	1,269.37	-897.37	17.71	0.51%	-219.14	3.41	29.31%
A2GC	11/1998	C		21	0	0.00	6.13	-6.13	0.00	0.00%	-291.87	0.00	0.00%
A2GE	11/1998	E		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
A2GF	11/1998	F		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
A2GG	11/1998	G		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
Totals	Sample Lis			16,080	112	1,478.00	4,966.09	-216.92	13.20	0.70%	-216.92	3.36	29.76%

List: **AA** Name: **Sample Lis** Qty Mailed: 43,022

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
158-93	05/1993	A	Sample Segment	8,420	57	963.00	2,123.29	-1,160.29	16.89	0.68%	-137.80	2.20	45.35%
592A-97	09/1997	A		4,907	44	632.00	1,331.34	-699.34	14.36	0.90%	-142.52	2.11	47.47%
592D-97	09/1997	C		20	0	0.00	5.40	-5.40	0.00	0.00%	-270.24	0.00	0.00%
683A-98	01/1998	A		7,223	89	2,057.00	2,263.31	-206.31	23.11	1.23%	-28.56	1.10	90.88%
683C-98	01/1998	C		56	1	25.00	15.54	9.46	25.00	1.79%	168.91	0.62	160.86%
819-95	03/1995	A		8,647	5	145.00	2,022.39	-1,877.39	29.00	0.06%	-217.12	13.95	7.17%
820-95	03/1995	A		8,357	0	0.00	1,974.71	-1,974.71	0.00	0.00%	-236.29	0.00	0.00%
AAB	03/1998	A		5,367	30	785.00	1,760.14	-975.14	26.17	0.56%	-181.69	2.24	44.60%
AABC	03/1998	C		25	0	0.00	7.24	-7.24	0.00	0.00%	-289.69	0.00	0.00%
Totals	Sample Lis			43,022	226	4,607.00	11,503.37	-160.30	20.38	0.53%	-160.30	2.50	40.05%

List: **AB** Name: **Sample Lis** Qty Mailed: 473,554

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
126-93	04/1993	A	Sample Segment	39,264	278	4,597.00	10,110.49	-5,513.49	16.54	0.71%	-140.42	2.20	45.47%
163-90	11/1990	A		0	33	317.00	0.00	317.00	9.61	0.00%	0.00	0.00	0.00%
164-90	11/1990	A		0	46	842.00	0.00	842.00	18.30	0.00%	0.00	0.00	0.00%
165-90	11/1990	A		0	46	682.99	0.00	682.99	14.85	0.00%	0.00	0.00	0.00%
319-93	12/1993	A		33,834	240	3,487.00	5,884.61	-2,397.61	14.53	0.71%	-70.86	1.69	59.26%
346-96	05/1996	A		24,443	111	2,870.00	6,359.14	-3,489.14	25.86	0.45%	-142.75	2.22	45.13%
347-96	05/1996	A		24,437	139	2,606.00	6,357.43	-3,751.43	18.75	0.57%	-153.51	2.44	40.99%
35-93	02/1993	A		18,152	145	2,334.00	3,051.15	-717.15	16.10	0.80%	-39.51	1.31	76.50%
357-94	01/1994	A		38,104	263	3,447.00	6,457.98	-3,010.98	13.11	0.69%	-79.02	1.87	53.38%
532B-97	04/1997	A		19,295	175	3,835.00	3,733.15	101.85	21.91	0.91%	5.28	0.97	102.73%
532E-97	04/1997	C		223	1	15.00	43.10	-28.10	15.00	0.45%	-125.99	2.87	34.81%
566-92	02/1992	A		3,852	37	484.00	696.00	-212.00	13.08	0.96%	-55.04	1.44	69.54%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AB** Name: Sample Lis Qty Mailed: 473,554

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
685A-98	01/1998	A		36,134	244	5,022.00	6,992.40	-1,970.40	20.58	0.68%	-54.53	1.39	71.82%
685C-98	01/1998	C		292	6	145.00	55.64	89.36	24.17	2.05%	306.04	0.38	260.62%
78-93	03/1993	A		19,359	195	4,195.26	3,238.25	957.01	21.51	1.01%	49.43	0.77	129.55%
85-90	09/1990	A		0	1,349	25,648.39	0.00	25,648.39	19.01	0.00%	0.00	0.00	0.00%
871-95	05/1995	A		4,280	0	0.00	988.14	-988.14	0.00	0.00%	-230.87	0.00	0.00%
872-95	05/1995	A		20,674	0	0.00	4,827.87	-4,827.87	0.00	0.00%	-233.52	0.00	0.00%
A200AAB01A	Jan 2000 Ac	A		49,829	487	9,420.24	952.03	8,468.21	19.34	0.98%	169.95	0.10	989.49%
A200AAB01C	Jan 2000 Ac	C		505	5	73.00	8.08	64.92	14.60	0.99%	128.55	0.11	903.47%
ABB	03/1998	A		17,842	126	2,500.00	3,726.77	-1,226.77	19.84	0.71%	-68.76	1.49	67.08%
ABBC	03/1998	C		79	0	0.00	15.99	-15.99	0.00	0.00%	-202.47	0.00	0.00%
ABBS	03/1998	S		17,841	144	2,634.00	3,612.66	-978.66	18.29	0.81%	-54.85	1.37	72.91%
ABF	10/1998	A		36,673	352	7,006.00	7,456.60	-450.60	19.90	0.96%	-12.29	1.06	93.96%
ABFC	10/1998	C		279	1	15.00	55.45	-40.45	15.00	0.36%	-144.98	3.70	27.05%
ABH	01/1999	A		28,422	203	4,386.07	5,921.56	-1,535.49	21.61	0.71%	-54.02	1.35	74.07%
ABHC	01/1999	C		255	1	25.00	52.11	-27.11	25.00	0.39%	-106.32	2.08	47.98%
ABJ	03/1999	A		39,120	259	5,583.00	8,270.89	-2,687.89	21.56	0.66%	-68.71	1.48	67.50%
ABJC	03/1999	C		366	2	35.00	76.11	-41.11	17.50	0.55%	-112.33	2.17	45.98%
Totals	Sample Lis			473,554	4,888	92,204.95	88,943.61	6.89	18.86	1.03%	6.89	0.96	103.67%

List: **AC** Name: Sample Lis Qty Mailed: 111,127

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
501A-97	03/1997	U	Sample Segment	3,022	29	495.00	1,051.20	-556.20	17.07	0.96%	-184.05	2.12	47.09%
501B-97	03/1997	A		3,960	65	1,535.00	1,069.60	465.40	23.62	1.64%	117.53	0.70	143.51%
501E-97	03/1997	U		77	0	0.00	20.80	-20.80	0.00	0.00%	-270.10	0.00	0.00%
593A-97	09/1997	A		7,416	81	1,652.00	2,166.86	-514.86	20.40	1.09%	-69.43	1.31	76.24%
593D-97	09/1997	C		83	2	60.00	22.01	37.99	30.00	2.41%	457.65	0.37	272.54%
621A-97	10/1997	A		7,475	190	4,350.00	1,456.70	2,893.30	22.89	2.54%	387.06	0.33	298.62%
621C-97	10/1997	C		74	0	0.00	14.23	-14.23	0.00	0.00%	-192.23	0.00	0.00%
639A-97	11/1997	A		3,442	41	885.00	348.76	536.24	21.59	1.19%	155.79	0.39	253.76%
639D-97	11/1997	C		42	0	0.00	4.11	-4.11	0.00	0.00%	-97.89	0.00	0.00%
640A-97	11/1997	A		3,962	36	695.00	395.43	299.57	19.31	0.91%	75.61	0.57	175.76%
640D-97	11/1997	C		45	1	15.00	4.40	10.60	15.00	2.22%	235.54	0.29	340.85%
687A-98	01/1998	A		5,349	138	2,291.00	1,153.45	1,137.55	16.60	2.58%	212.67	0.50	198.62%
687C-98	01/1998	C		52	1	5.00	9.91	-4.91	5.00	1.92%	-94.44	1.98	50.45%
ACBC	03/1998	C		93	0	0.00	852.65	-852.65	0.00	0.00%	-9,168.26	0.00	0.00%
ACBS	03/1998	S		9,575	89	2,035.00	2,628.26	-593.26	22.87	0.93%	-61.96	1.29	77.43%
ACG	11/1998	A		0	0	0.00	785.44	-785.44	0.00	0.00%	0.00	0.00	0.00%
ACGC	11/1998	C		108	0	0.00	30.96	-30.96	0.00	0.00%	-286.63	0.00	0.00%
ACGE	11/1998	E		3,596	28	555.00	1,030.72	-475.72	19.82	0.78%	-132.29	1.86	53.85%
ACGF	11/1998	F		3,596	36	840.00	1,030.72	-190.72	23.33	1.00%	-53.04	1.23	81.50%
ACGG	11/1998	G		3,596	39	766.00	1,030.72	-264.72	19.64	1.08%	-73.61	1.35	74.32%
ACL	06/1999	A		30,224	263	5,598.50	6,478.42	-879.92	21.29	0.87%	-29.11	1.16	86.42%
ACLC	06/1999	C		258	3	35.00	53.82	-18.82	11.67	1.16%	-72.94	1.54	65.03%

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For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AC** Name: Sample Lis Qty Mailed: 111,127

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
ACO	11/1999	A		0	0	0.00	303.47	-303.47	0.00	0.00%	0.00	0.00	0.00%
ACOC	11/1999	C		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
ACOS	11/1999	S		24,895	279	5,358.50	398.32	4,960.18	19.21	1.12%	199.24	0.07	1,345.28%
ACOZ	11/1999	Z		187	0	0.00	2.99	-2.99	0.00	0.00%	-15.99	0.00	0.00%
Totals	Sample Lis			111,127	1,321	27,171.00	22,343.94	43.44	20.57	1.19%	43.44	0.82	121.60%

List: **AD** Name: Sample Lis Qty Mailed: 274,633

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
134-90	10/1990	A	Sample Segment	0	217	2,437.00	0.00	2,437.00	11.23	0.00%	0.00	0.00	0.00%
135-90	10/1990	A		0	282	3,438.96	0.00	3,438.96	12.19	0.00%	0.00	0.00	0.00%
224-91	02/1991	A		0	200	2,329.00	0.00	2,329.00	11.65	0.00%	0.00	0.00	0.00%
225-91	02/1991	A		0	205	2,806.50	0.00	2,806.50	13.69	0.00%	0.00	0.00	0.00%
255-96	02/1996	A		3,354	24	435.14	622.18	-187.04	18.13	0.72%	-55.77	1.43	69.94%
256-96	02/1996	A		9,267	66	1,002.00	1,727.79	-725.79	15.18	0.71%	-78.32	1.72	57.99%
257-96	02/1996	A		24,670	177	2,665.50	4,607.51	-1,942.01	15.06	0.72%	-78.72	1.73	57.85%
27-90	02/1990	A		0	982	14,548.50	0.00	14,548.50	14.82	0.00%	0.00	0.00	0.00%
28-90	02/1990	A		0	2,218	34,394.55	0.00	34,394.55	15.51	0.00%	0.00	0.00	0.00%
303-91	04/1991	A		0	44	617.00	0.00	617.00	14.02	0.00%	0.00	0.00	0.00%
304-91	04/1991	A		0	68	1,017.00	0.00	1,017.00	14.96	0.00%	0.00	0.00	0.00%
359-94	01/1994	A		9,696	83	1,508.00	1,672.44	-164.44	18.17	0.86%	-16.96	1.11	90.17%
405-91	09/1991	A		0	147	2,111.00	0.00	2,111.00	14.36	0.00%	0.00	0.00	0.00%
406-91	09/1991	A		0	56	958.00	0.00	958.00	17.11	0.00%	0.00	0.00	0.00%
410-96	10/1996	A		26,107	236	5,272.00	5,195.38	76.62	22.34	0.90%	2.93	0.99	101.47%
418-94	02/1994	A		4,157	28	480.00	735.80	-255.80	17.14	0.67%	-61.53	1.53	65.24%
419-94	02/1994	A		4,012	36	540.00	712.75	-172.75	15.00	0.90%	-43.06	1.32	75.76%
480-91	11/1991	A		0	54	1,777.00	0.00	1,777.00	32.91	0.00%	0.00	0.00	0.00%
481-91	11/1991	A		0	65	1,698.00	0.00	1,698.00	26.12	0.00%	0.00	0.00	0.00%
534B-97	04/1997	A		13,578	178	3,031.00	2,749.23	281.77	17.03	1.31%	20.75	0.91	110.25%
534E-97	04/1997	C		4	0	0.00	0.77	-0.77	0.00	0.00%	-192.77	0.00	0.00%
622A-97	10/1997	A		5,479	111	2,775.00	1,089.26	1,685.74	25.00	2.03%	307.67	0.39	254.76%
622C-97	10/1997	C		22	1	15.00	4.23	10.77	15.00	4.55%	489.38	0.28	354.30%
641A-97	11/1997	A		8,419	98	1,793.00	875.52	917.48	18.30	1.16%	108.98	0.49	204.79%
641D-97	11/1997	C		34	0	0.00	3.32	-3.32	0.00	0.00%	-97.74	0.00	0.00%
675-94	10/1994	A		2,440	1	11.00	426.23	-415.23	11.00	0.04%	-170.18	38.75	2.58%
676-94	10/1994	A		13,921	2	35.00	2,476.04	-2,441.04	17.50	0.01%	-175.35	70.74	1.41%
677-94	10/1994	A		2,483	0	0.00	433.11	-433.11	0.00	0.00%	-174.43	0.00	0.00%
735-92	08/1992	A		32,241	0	0.00	6,078.85	-6,078.85	0.00	0.00%	-188.54	0.00	0.00%
75-90	08/1990	A		0	1,808	31,206.22	0.00	31,206.22	17.26	0.00%	0.00	0.00	0.00%
76-90	08/1990	A		0	1,889	29,770.02	0.00	29,770.02	15.76	0.00%	0.00	0.00	0.00%
879-95	05/1995	A		3,164	0	0.00	527.81	-527.81	0.00	0.00%	-166.82	0.00	0.00%
880-95	05/1995	A		18,118	0	0.00	3,065.28	-3,065.28	0.00	0.00%	-169.18	0.00	0.00%
90-93	03/1993	A		18,728	241	11,196.00	3,195.51	8,000.49	46.46	1.29%	427.19	0.29	350.37%
A200CAD03A	March 2000 A	A		5,342	79	1,596.00	159.23	1,436.77	20.20	1.48%	268.96	0.10	1,002.32%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AD** Name: Sample Lis Qty Mailed: 274,633

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
A200CAD03C	March 2000 A	C		48	0	0.00	0.77	-0.77	0.00	0.00%	-16.04	0.00	0.00%
A200DAD03A	April 2000 Ac	A		10,344	115	1,773.50	316.42	1,457.08	15.42	1.11%	140.86	0.18	560.49%
A200DAD03C	April 2000 Ac	C		92	1	15.00	1.47	13.53	15.00	1.09%	147.07	0.10	1,020.41%
A200DAD03D	April 2000 Ac	D		132	2	33.00	2.11	30.89	16.50	1.52%	234.02	0.06	1,563.98%
A200FAD03A	June Acquisit	A		10,452	140	2,403.00	318.82	2,084.18	17.16	1.34%	199.40	0.13	753.72%
A200FAD03C	June Acquisit	C		74	0	0.00	1.18	-1.18	0.00	0.00%	-15.95	0.00	0.00%
ADB	03/1998	A		6,485	83	1,433.00	1,380.99	52.01	17.27	1.28%	8.02	0.96	103.77%
ADBC	03/1998	C		34	0	0.00	6.88	-6.88	0.00	0.00%	-202.43	0.00	0.00%
ADC	04/1998	A		7,847	76	1,234.00	1,640.97	-406.97	16.24	0.97%	-51.86	1.33	75.20%
ADCC	04/1998	C		23	0	0.00	4.64	-4.64	0.00	0.00%	-201.68	0.00	0.00%
ADG	11/1998	A		9,536	96	1,629.00	2,229.58	-600.58	16.97	1.01%	-62.98	1.37	73.06%
ADGC	11/1998	C		60	1	5.00	13.18	-8.18	5.00	1.67%	-136.30	2.64	37.94%
ADGE	11/1998	E		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
ADGF	11/1998	F		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
ADGG	11/1998	G		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
ADJ	03/1999	A		5,244	64	932.33	1,151.75	-219.42	14.57	1.22%	-41.84	1.24	80.95%
ADJC	03/1999	C		42	0	0.00	8.74	-8.74	0.00	0.00%	-208.05	0.00	0.00%
ADK	04/1999	A		4,557	66	995.00	1,026.90	-31.90	15.08	1.45%	-7.00	1.03	96.89%
ADKC	04/1999	C		19	0	0.00	4.00	-4.00	0.00	0.00%	-210.42	0.00	0.00%
ADM	08/1999	A		4,796	59	977.00	1,062.89	-85.89	16.56	1.23%	-17.91	1.09	91.92%
ADMC	08/1999	C		27	0	0.00	5.61	-5.61	0.00	0.00%	-207.91	0.00	0.00%
ADN	10/1999	A		4,618	78	1,266.00	159.25	1,106.75	16.23	1.69%	239.66	0.13	794.98%
ADNC	10/1999	C		40	0	0.00	0.64	-0.64	0.00	0.00%	-16.00	0.00	0.00%
ADO	11/1999	A		2,472	22	375.00	120.62	254.38	17.05	0.89%	102.90	0.32	310.89%
ADOC	11/1999	C		18	2	30.00	0.29	29.71	15.00	11.11%	1,650.56	0.01	10,344.83%
ADOS	11/1999	S		2,418	47	801.00	38.69	762.31	17.04	1.94%	315.26	0.05	2,070.30%
ADOZ	11/1999	Z		19	0	0.00	0.30	-0.30	0.00	0.00%	-15.79	0.00	0.00%
Totals	Sample Lis			274,633	10,448	175,365.22	45,854.96	471.58	16.78	3.80%	471.58	0.26	382.43%

List: **AE** Name: Sample Lis Qty Mailed: 3,097

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
AEB	03/1998	A	Sample Segment	3,097	27	405.00	642.41	-237.41	15.00	0.87%	-76.66	1.59	63.04%
Totals	Sample Lis			3,097	27	405.00	642.41	-76.66	15.00	0.87%	-76.66	1.59	63.04%

List: **AF** Name: Sample Lis Qty Mailed: 1,540,008

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
111-93	04/1993	A	Sample Segment	12,548	226	3,844.00	3,085.32	758.68	17.01	1.80%	60.46	0.80	124.59%
123-95	08/1995	A		0	192	4,203.00	0.00	4,203.00	21.89	0.00%	0.00	0.00	0.00%
154-93	05/1993	A		19,222	255	4,705.00	5,443.11	-738.11	18.45	1.33%	-38.40	1.16	86.44%
20-93	01/1993	A		31,225	337	5,446.50	7,844.40	-2,397.90	16.16	1.08%	-76.79	1.44	69.43%
209-95	11/1995	A		18,486	138	2,388.00	3,261.89	-873.89	17.30	0.75%	-47.27	1.37	73.21%



Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AF** Name: Sample Lis Qty Mailed: 1,540,008

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
253-93	10/1993	A		39,393	319	5,594.00	9,706.63	-4,112.63	17.54	0.81%	-104.40	1.74	57.63%
263-91	04/1991	A		0	38	464.80	0.00	464.80	12.23	0.00%	0.00	0.00	0.00%
276-96	03/1996	A		10,121	83	1,596.00	1,865.51	-269.51	19.23	0.82%	-26.63	1.17	85.55%
277-96	03/1996	A		10,133	83	1,303.95	1,867.61	-563.66	15.71	0.82%	-55.63	1.43	69.82%
283-91	04/1991	A		0	284	4,957.63	0.00	4,957.63	17.46	0.00%	0.00	0.00	0.00%
287-93	11/1993	A		18,823	305	5,295.00	4,661.08	633.92	17.36	1.62%	33.68	0.88	113.60%
325-93	12/1993	A		10,223	78	1,762.00	2,665.95	-903.95	22.59	0.76%	-88.42	1.51	66.09%
343-96	05/1996	A		18,578	164	2,319.00	4,936.70	-2,617.70	14.14	0.88%	-140.90	2.13	46.97%
362-94	01/1994	A		50,093	406	6,601.79	13,447.10	-6,845.31	16.26	0.81%	-136.65	2.04	49.09%
363-96	06/1996	A		19,101	219	3,000.64	5,038.16	-2,037.52	13.70	1.15%	-106.67	1.68	59.56%
435-96	11/1996	A		59,376	497	9,391.00	16,124.08	-6,733.08	18.90	0.84%	-113.40	1.72	58.24%
436-96	11/1996	A		59,992	511	9,024.00	16,232.78	-7,208.78	17.66	0.85%	-120.16	1.80	55.59%
469-96	12/1996	A		48,715	539	10,031.41	13,709.61	-3,678.20	18.61	1.11%	-75.50	1.37	73.17%
518C-97	03/1997	A		16,318	263	5,041.43	3,300.84	1,740.59	19.17	1.61%	106.67	0.65	152.73%
518F-97	03/1997	U		119	1	10.00	23.57	-13.57	10.00	0.84%	-114.05	2.36	42.42%
532-92	01/1992	A		22,405	328	5,678.24	5,619.34	58.90	17.31	1.46%	2.63	0.99	101.05%
588-94	08/1994	A		8,115	76	1,440.00	1,372.93	67.07	18.95	0.94%	8.26	0.95	104.89%
60-93	02/1993	A		25,334	297	5,155.29	4,306.97	848.32	17.36	1.17%	33.49	0.84	119.70%
612B-97	09/1997	A		20,302	358	6,769.00	3,959.19	2,809.81	18.91	1.76%	138.40	0.58	170.97%
612E-97	09/1997	C		157	5	125.00	30.34	94.66	25.00	3.18%	602.91	0.24	411.96%
627-92	04/1992	A		3,488	44	623.00	598.54	24.46	14.16	1.26%	7.01	0.96	104.09%
629-92	04/1992	A		6,788	86	1,724.00	1,771.84	-47.84	20.05	1.27%	-7.05	1.03	97.30%
642A-97	11/1997	A		38,141	524	10,897.82	3,822.14	7,075.68	20.80	1.37%	185.51	0.35	285.12%
642D-97	11/1997	C		292	7	150.00	28.56	121.44	21.43	2.40%	415.89	0.19	525.21%
677B-97	12/1997	A		54,778	913	17,738.04	596.54	17,141.50	19.43	1.67%	312.93	0.03	2,973.49%
677F-97	12/1997	C		334	0	0.00	2.67	-2.67	0.00	0.00%	-7.99	0.00	0.00%
688A-98	01/1998	A		48,905	721	12,471.00	9,442.64	3,028.36	17.30	1.47%	61.92	0.76	132.07%
688C-98	01/1998	C		364	5	190.00	69.35	120.65	38.00	1.37%	331.46	0.36	273.98%
698-94	11/1994	A		34,919	2	145.00	5,778.75	-5,633.75	72.50	0.01%	-161.34	39.85	2.51%
705-94	12/1994	A		10,419	0	0.00	1,776.00	-1,776.00	0.00	0.00%	-170.46	0.00	0.00%
728-94	12/1994	A		3,211	0	0.00	554.02	-554.02	0.00	0.00%	-172.54	0.00	0.00%
729-94	12/1994	A		2,881	1	50.00	500.93	-450.93	50.00	0.03%	-156.52	10.02	9.98%
730-94	12/1994	A		27,922	2	20.00	4,866.51	-4,846.51	10.00	0.01%	-173.57	243.33	0.41%
747-92	09/1992	A		12,902	179	3,045.24	3,295.57	-250.33	17.01	1.39%	-19.40	1.08	92.40%
782-92	10/1992	A		31,305	357	6,208.00	8,040.71	-1,832.71	17.39	1.14%	-58.54	1.30	77.21%
805-92	10/1992	A		35,731	413	7,757.30	8,869.35	-1,112.05	18.78	1.16%	-31.12	1.14	87.46%
839-95	03/1995	A		4,201	0	0.00	728.31	-728.31	0.00	0.00%	-173.37	0.00	0.00%
840-95	03/1995	A		4,246	2	90.00	735.71	-645.71	45.00	0.05%	-152.08	8.17	12.23%
841-95	03/1995	A		39,774	0	0.00	6,915.42	-6,915.42	0.00	0.00%	-173.87	0.00	0.00%
852-92	11/1992	A		12,940	141	2,410.00	3,592.41	-1,182.41	17.09	1.09%	-91.38	1.49	67.09%
853-92	11/1992	A		12,940	141	2,543.29	3,592.41	-1,049.12	18.04	1.09%	-81.08	1.41	70.80%
A200AAF02A	Jan 2000 Ac	A		58,293	878	16,571.47	1,191.92	15,379.55	18.87	1.51%	263.83	0.07	1,390.32%
A200AAF02C	Jan 2000 Ac	C		441	4	80.00	8.08	71.92	20.00	0.91%	163.08	0.10	990.10%
A200CAF02A	March 2000 A	A		52,543	937	18,886.00	6,417.06	12,468.94	20.16	1.78%	237.31	0.34	294.31%
A200CAF02C	March 2000 A	C		383	6	100.00	32.94	67.06	16.67	1.57%	175.09	0.33	303.58%

List: **AF** Name: Sample Lis Qty Mailed: 1,540,008

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
A200DAF02A	April 2000 Ac	A		53,775	627	12,445.21	6,348.86	6,096.35	19.85	1.17%	113.37	0.51	196.02%
A200DAF02C	April 2000 Ac	C		428	5	65.00	36.81	28.19	13.00	1.17%	65.86	0.57	176.58%
A200DAF02D	April 2000 Ac	D		748	14	320.00	64.33	255.67	22.86	1.87%	341.80	0.20	497.44%
A200FAF02A	June Acquisit	A		54,682	625	12,085.30	6,419.04	5,666.26	19.34	1.14%	103.62	0.53	188.27%
A200FAF02C	June Acquisit	C		360	4	65.00	30.96	34.04	16.25	1.11%	94.56	0.48	209.95%
AFB	03/1998	A		21,338	431	8,361.00	4,497.09	3,863.91	19.40	2.02%	181.08	0.54	185.92%
AFBC	03/1998	C		286	0	0.00	57.91	-57.91	0.00	0.00%	-202.50	0.00	0.00%
AFBS	03/1998	S		21,335	536	9,123.00	4,320.17	4,802.83	17.02	2.51%	225.12	0.47	211.17%
AFC	04/1998	A		17,242	241	4,664.00	5,944.98	-1,280.98	19.35	1.40%	-74.29	1.27	78.45%
AFCC	04/1998	C		223	3	45.00	61.07	-16.07	15.00	1.35%	-72.06	1.36	73.69%
AFCP	04/1998	P		17,242	125	2,448.00	4,721.78	-2,273.78	19.58	0.72%	-131.87	1.93	51.84%
AFD	06/1998	A		42,087	687	13,213.50	13,453.71	-240.21	19.23	1.63%	-5.71	1.02	98.21%
AFDC	06/1998	C		298	10	170.00	76.79	93.21	17.00	3.36%	312.79	0.45	221.39%
AFE	08/1998	A		59,209	931	16,907.77	20,143.66	-3,235.89	18.16	1.57%	-54.65	1.19	83.94%
AFEC	08/1998	C		507	11	195.00	137.76	57.24	17.73	2.17%	112.90	0.71	141.55%
AFES	08/1998	S		12,839	269	4,664.00	3,488.55	1,175.45	17.34	2.10%	91.55	0.75	133.69%
AFF	10/1998	A		9,955	156	3,059.00	5,283.35	-2,224.35	19.61	1.57%	-223.44	1.73	57.90%
AFFC	10/1998	C		61	1	10.00	16.58	-6.58	10.00	1.64%	-107.86	1.66	60.32%
AFJ	03/1999	A		39,773	646	13,217.00	12,127.76	1,089.24	20.46	1.62%	27.39	0.92	108.98%
AFJC	03/1999	C		295	6	100.00	83.47	16.53	16.67	2.03%	56.03	0.83	119.80%
AFK	04/1999	A		37,876	552	10,307.29	11,751.55	-1,444.26	18.67	1.46%	-38.13	1.14	87.71%
AFKC	04/1999	C		228	7	130.00	64.59	65.41	18.57	3.07%	286.91	0.50	201.28%
AFM	08/1999	A		39,012	696	14,067.33	11,827.73	2,239.60	20.21	1.78%	57.41	0.84	118.94%
AFMC	08/1999	C		272	8	240.00	76.42	163.58	30.00	2.94%	601.41	0.32	314.07%
AFN	10/1999	A		57,136	839	16,439.25	6,416.12	10,023.13	19.59	1.47%	175.43	0.39	256.22%
AFNC	10/1999	C		393	9	220.00	33.80	186.20	24.44	2.29%	473.79	0.15	650.89%
AFO	11/1999	A		0	0	0.00	232.06	-232.06	0.00	0.00%	0.00	0.00	0.00%
AFOC	11/1999	C		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
AFOS	11/1999	S		35,242	727	14,883.35	563.87	14,319.48	20.47	2.06%	406.32	0.04	2,639.50%
AFOZ	11/1999	Z		246	2	35.00	3.94	31.06	17.50	0.81%	126.26	0.11	888.32%
Totals	Sample Lis			1,540,008	19,533	365,326.84	320,016.18	29.42	18.70	1.27%	29.42	0.88	114.16%

List: **AG** Name: Sample Lis Qty Mailed: 729,875

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
132-90	10/1990	A	Sample Segment	0	316	4,848.50	0.00	4,848.50	15.34	0.00%	0.00	0.00	0.00%
133-90	10/1990	A		0	287	3,757.00	0.00	3,757.00	13.09	0.00%	0.00	0.00	0.00%
167-90	11/1990	A		0	118	1,634.00	0.00	1,634.00	13.85	0.00%	0.00	0.00	0.00%
168-90	11/1990	A		0	89	1,164.00	0.00	1,164.00	13.08	0.00%	0.00	0.00	0.00%
178-95	10/1995	A		21,520	190	3,003.00	3,739.21	-736.21	15.81	0.88%	-34.21	1.25	80.31%
186-95	11/1995	A		20,973	220	3,327.68	3,675.77	-348.09	15.13	1.05%	-16.60	1.10	90.53%
20-90	02/1990	A		0	851	13,468.00	0.00	13,468.00	15.83	0.00%	0.00	0.00	0.00%
202-91	01/1991	A		0	364	4,524.73	0.00	4,524.73	12.43	0.00%	0.00	0.00	0.00%
203-91	01/1991	A		0	324	4,599.00	0.00	4,599.00	14.19	0.00%	0.00	0.00	0.00%



Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AG** Name: Sample Lis Qty Mailed: 729,875

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
21-90	02/1990	A		0	1,459	22,538.93	0.00	22,538.93	15.45	0.00%	0.00	0.00	0.00%
214-95	12/1995	A		16,484	200	3,113.32	4,594.73	-1,481.41	15.57	1.21%	-89.87	1.48	67.76%
236-96	01/1996	A		23,511	266	2,928.32	4,463.41	-1,535.09	11.01	1.13%	-65.29	1.52	65.61%
248-95	02/1995	A		0	1	25.00	0.00	25.00	25.00	0.00%	0.00	0.00	0.00%
248-96	02/1996	A		23,296	218	2,192.00	4,248.21	-2,056.21	10.06	0.94%	-88.26	1.94	51.60%
353-91	11/1991	A		0	262	3,101.00	0.00	3,101.00	11.84	0.00%	0.00	0.00	0.00%
443-91	10/1991	A		0	251	2,830.15	0.00	2,830.15	11.28	0.00%	0.00	0.00	0.00%
477A-97	02/1997	A		5,750	47	731.00	1,241.01	-510.01	15.55	0.82%	-88.70	1.70	58.90%
477B-97	02/1997	A		11,208	123	1,904.00	2,347.45	-443.45	15.48	1.10%	-39.57	1.23	81.11%
477C-97	02/1997	P		4,009	25	515.00	839.66	-324.66	20.60	0.62%	-80.98	1.63	61.33%
477D-97	02/1997	M		4,115	36	1,008.00	861.87	146.13	28.00	0.87%	35.51	0.86	116.96%
477F-97	02/1997	C		192	7	85.00	40.22	44.78	12.14	3.65%	233.24	0.47	211.35%
488-91	11/1991	A		0	151	1,662.50	0.00	1,662.50	11.01	0.00%	0.00	0.00	0.00%
489-91	11/1991	A		0	162	1,768.00	0.00	1,768.00	10.91	0.00%	0.00	0.00	0.00%
556A-97	06/1997	A		34,177	372	7,943.00	7,050.98	892.02	21.35	1.09%	26.10	0.89	112.65%
556C-97	06/1997	C		261	5	50.00	53.52	-3.52	10.00	1.92%	-13.49	1.07	93.42%
577-92	02/1992	A		27,313	300	3,372.50	7,290.75	-3,918.25	11.24	1.10%	-143.46	2.16	46.26%
591A-97	09/1997	A		26,828	304	5,460.50	5,207.28	253.22	17.96	1.13%	9.44	0.95	104.86%
591D-97	09/1997	C		170	3	50.00	32.85	17.15	16.67	1.76%	100.88	0.66	152.20%
608-94	08/1994	A		8,812	89	1,317.00	1,462.82	-145.82	14.80	1.01%	-16.55	1.11	90.03%
620A-97	10/1997	A		26,556	327	5,583.00	7,420.18	-1,837.18	17.07	1.23%	-69.18	1.33	75.24%
620C-97	10/1997	C		152	1	15.00	40.93	-25.93	15.00	0.66%	-170.58	2.73	36.65%
638A-97	11/1997	A		26,430	872	13,260.00	4,899.66	8,360.34	15.21	3.30%	316.32	0.37	270.63%
638D-97	11/1997	C		164	3	30.00	28.67	1.33	10.00	1.83%	8.13	0.96	104.65%
662A-97	12/1997	S		25,234	446	7,240.29	2,500.79	4,739.50	16.23	1.77%	187.82	0.35	289.52%
662B-97	12/1997	A		272	2	40.00	23.12	16.88	20.00	0.74%	62.06	0.58	173.01%
662E-97	12/1997	Z		174	0	0.00	14.79	-14.79	0.00	0.00%	-85.00	0.00	0.00%
662F-97	12/1997	C		1	0	0.00	0.09	-0.09	0.00	0.00%	-90.00	0.00	0.00%
683-94	11/1994	A		8,139	0	0.00	1,352.29	-1,352.29	0.00	0.00%	-166.15	0.00	0.00%
684A-98	01/1998	A		41,987	813	15,527.21	8,059.43	7,467.78	19.10	1.94%	177.86	0.52	192.66%
684C-98	01/1998	C		241	2	20.00	45.92	-25.92	10.00	0.83%	-107.54	2.30	43.56%
700-92	05/1992	A		22,171	196	2,412.00	3,707.19	-1,295.19	12.31	0.88%	-58.42	1.54	65.06%
821-95	03/1995	A		4,425	0	0.00	765.35	-765.35	0.00	0.00%	-172.96	0.00	0.00%
822-95	03/1995	A		4,273	5	132.00	740.22	-608.22	26.40	0.12%	-142.34	5.61	17.83%
823-95	03/1995	A		21,153	0	0.00	3,666.14	-3,666.14	0.00	0.00%	-173.32	0.00	0.00%
829-92	11/1992	A		0	39	363.00	0.00	363.00	9.31	0.00%	0.00	0.00	0.00%
A200AAG01A	Jan 2000 Ac	A		46,122	425	8,039.00	795.57	7,243.43	18.92	0.92%	157.05	0.10	1,010.47%
A200AAG01C	Jan 2000 Ac	C		299	7	200.00	4.78	195.22	28.57	2.34%	652.91	0.02	4,184.10%
AGC	04/1998	A		41,865	411	7,779.00	8,573.73	-794.73	18.93	0.98%	-18.98	1.10	90.73%
AGCC	04/1998	C		544	8	275.00	109.81	165.19	34.38	1.47%	303.66	0.40	250.44%
AGCP	04/1998	P		41,864	314	6,051.00	8,450.39	-2,399.39	19.27	0.75%	-57.31	1.40	71.61%
AGF	10/1998	A		42,821	395	6,180.00	11,921.86	-5,741.86	15.65	0.92%	-134.09	1.93	51.84%
AGFC	10/1998	C		250	2	30.00	66.43	-36.43	15.00	0.80%	-145.73	2.21	45.16%
AGG	11/1998	A		0	0	0.00	288.72	-288.72	0.00	0.00%	0.00	0.00	0.00%
AGGC	11/1998	C		133	2	75.00	38.12	36.88	37.50	1.50%	277.28	0.51	196.74%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AG** Name: Sample Lis Qty Mailed: 729,875

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
AGGE	11/1998	E		7,067	37	730.00	2,025.61	-1,295.61	19.73	0.52%	-183.33	2.77	36.04%
AGGF	11/1998	F		7,067	53	978.00	2,025.61	-1,047.61	18.45	0.75%	-148.24	2.07	48.28%
AGGG	11/1998	G		7,068	73	1,570.00	2,025.89	-455.89	21.51	1.03%	-64.50	1.29	77.50%
AGH	01/1999	A		80,817	814	15,699.50	16,752.06	-1,052.56	19.29	1.01%	-13.02	1.07	93.72%
AGHC	01/1999	C		503	14	235.00	102.78	132.22	16.79	2.78%	262.86	0.44	228.64%
AGO	11/1999	A		21,650	197	3,453.00	449.34	3,003.66	17.53	0.91%	138.74	0.13	768.46%
AGOC	11/1999	C		112	2	35.00	1.79	33.21	17.50	1.79%	296.52	0.05	1,955.31%
AGOS	11/1999	S		21,589	232	3,515.00	345.42	3,169.58	15.15	1.07%	146.81	0.10	1,017.60%
AGOZ	11/1999	Z		113	2	30.00	1.81	28.19	15.00	1.77%	249.47	0.06	1,657.46%
Totals	Sample Lis			729,875	12,734	202,418.13	134,394.22	93.20	15.90	1.74%	93.20	0.66	150.62%

List: **AH** Name: Sample Lis Qty Mailed: 266,940

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
189-91	01/1991	A	Sample Segment	0	64	1,065.00	0.00	1,065.00	16.64	0.00%	0.00	0.00	0.00%
219-95	12/1995	A		22,295	252	3,269.50	4,110.50	-841.00	12.97	1.13%	-37.72	1.26	79.54%
407-96	09/1996	A		35,495	324	4,522.00	11,115.76	-6,593.76	13.96	0.91%	-185.77	2.46	40.68%
425-91	10/1991	A		0	143	2,064.00	0.00	2,064.00	14.43	0.00%	0.00	0.00	0.00%
465-94	03/1994	A		3,011	31	956.00	511.99	444.01	30.84	1.03%	147.46	0.54	186.72%
509-94	04/1994	A		4,486	31	428.00	779.91	-351.91	13.81	0.69%	-78.45	1.82	54.88%
541A-97	05/1997	A		34,415	333	5,564.21	7,208.06	-1,643.85	16.71	0.97%	-47.77	1.30	77.19%
541D-97	05/1997	C		205	3	65.00	41.24	23.76	21.67	1.46%	115.90	0.63	157.61%
614-94	09/1994	A		12,124	2	15.00	2,100.24	-2,085.24	7.50	0.02%	-171.99	140.02	0.71%
652-94	10/1994	A		10,004	1	5.00	3,093.23	-3,088.23	5.00	0.01%	-308.70	618.65	0.16%
663A-97	12/1997	S		35,861	441	6,067.32	5,640.30	427.02	13.76	1.23%	11.91	0.93	107.57%
663B-97	12/1997	A		425	2	35.00	31.88	3.12	17.50	0.47%	7.34	0.91	109.79%
663E-97	12/1997	Z		243	0	0.00	18.23	-18.23	0.00	0.00%	-75.02	0.00	0.00%
663F-97	12/1997	C		4	0	0.00	0.30	-0.30	0.00	0.00%	-75.00	0.00	0.00%
728-92	08/1992	A		6,800	76	1,054.00	1,177.83	-123.83	13.87	1.12%	-18.21	1.12	89.49%
830-92	11/1992	A		0	101	1,617.00	0.00	1,617.00	16.01	0.00%	0.00	0.00	0.00%
867-95	04/1995	A		2,311	0	0.00	398.83	-398.83	0.00	0.00%	-172.58	0.00	0.00%
868-95	04/1995	A		2,439	4	62.00	418.86	-356.86	15.50	0.16%	-146.31	6.76	14.80%
869-95	04/1995	A		12,938	1	10.00	2,247.89	-2,237.89	10.00	0.01%	-172.97	224.79	0.44%
A200CAH02A	March 2000 A	A		13,990	197	3,304.00	399.02	2,904.98	16.77	1.41%	207.65	0.12	828.03%
A200CAH02C	March 2000 A	C		61	2	43.00	0.98	42.02	21.50	3.28%	688.85	0.02	4,387.76%
AHC	04/1998	A		20,898	241	3,428.32	4,427.02	-998.70	14.23	1.15%	-47.79	1.29	77.44%
AHCC	04/1998	C		288	3	70.00	58.13	11.87	23.33	1.04%	41.22	0.83	120.42%
AHCP	04/1998	P		20,898	150	2,276.00	4,218.33	-1,942.33	15.17	0.72%	-92.94	1.85	53.96%
AHG	11/1998	A		5,140	47	835.00	1,190.98	-355.98	17.77	0.91%	-69.26	1.43	70.11%
AHGC	11/1998	C		38	0	0.00	8.34	-8.34	0.00	0.00%	-219.52	0.00	0.00%
AHGE	11/1998	E		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
AHGF	11/1998	F		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
AHGG	11/1998	G		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
AHK	04/1999	A		10,960	111	1,834.00	2,420.05	-586.05	16.52	1.01%	-53.47	1.32	75.78%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AH** Name: Sample Lis Qty Mailed: 266,940

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
AHKC	04/1999	C		75	1	25.00	15.77	9.23	25.00	1.33%	123.01	0.63	158.48%
AHL	06/1999	A		11,471	113	1,734.00	2,497.98	-763.98	15.35	0.99%	-66.60	1.44	69.42%
AHLC	06/1999	C		65	1	10.00	13.56	-3.56	10.00	1.54%	-54.84	1.36	73.72%
Totals	Sample Lis			266,940	2,675	40,358.35	54,145.22	-51.65	15.09	1.00%	-51.65	1.34	74.54%

List: **AJ** Name: Sample Lis Qty Mailed: 274,146

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
185-95	11/1995	A	Sample Segment	10,785	212	3,108.00	1,981.20	1,126.80	14.66	1.97%	104.48	0.64	156.87%
207-91	02/1991	A		0	128	2,012.00	0.00	2,012.00	15.72	0.00%	0.00	0.00	0.00%
250-93	10/1993	A		16,791	198	3,291.00	2,911.47	379.53	16.62	1.18%	22.60	0.88	113.04%
307-93	11/1993	A		3,723	62	1,030.00	698.81	331.19	16.61	1.67%	88.96	0.68	147.39%
350-91	06/1991	A		0	115	1,859.29	0.00	1,859.29	16.17	0.00%	0.00	0.00	0.00%
384-96	07/1996	A		13,665	227	3,305.00	2,543.02	761.98	14.56	1.66%	55.76	0.77	129.96%
391-94	02/1994	A		6,835	66	990.00	1,229.22	-239.22	15.00	0.97%	-35.00	1.24	80.54%
392-94	02/1994	A		6,814	65	918.00	1,225.92	-307.92	14.12	0.95%	-45.19	1.34	74.88%
440-91	10/1991	A		0	180	2,371.00	0.00	2,371.00	13.17	0.00%	0.00	0.00	0.00%
479A-97	02/1997	A		2,762	39	700.00	729.84	-29.84	17.95	1.41%	-10.80	1.04	95.91%
479B-97	02/1997	A		5,405	86	1,216.00	1,132.05	83.95	14.14	1.59%	15.53	0.93	107.42%
479C-97	02/1997	P		1,971	22	321.00	412.82	-91.82	14.59	1.12%	-46.58	1.29	77.76%
479D-97	02/1997	M		1,956	24	290.00	409.68	-119.68	12.08	1.23%	-61.18	1.41	70.79%
479F-97	02/1997	C		102	1	10.00	21.37	-11.37	10.00	0.98%	-111.44	2.14	46.80%
55-90	04/1990	A		0	1,960	44,586.18	0.00	44,586.18	22.75	0.00%	0.00	0.00	0.00%
594-92	03/1992	A		12,520	163	2,316.00	2,297.97	18.03	14.21	1.30%	1.44	0.99	100.78%
616-94	09/1994	A		10,666	0	0.00	1,929.05	-1,929.05	0.00	0.00%	-180.86	0.00	0.00%
664A-97	12/1997	S		10,973	277	3,950.00	264.07	3,685.93	14.26	2.52%	335.91	0.07	1,495.82%
664B-97	12/1997	A		201	1	5.00	1.61	3.39	5.00	0.50%	16.87	0.32	310.56%
664E-97	12/1997	Z		101	0	0.00	0.81	-0.81	0.00	0.00%	-8.02	0.00	0.00%
664F-97	12/1997	C		3	1	25.00	0.02	24.98	25.00	33.33%	8,326.67	0.00	125,000.00%
692-92	05/1992	A		6,245	85	1,299.65	1,069.31	230.34	15.29	1.36%	36.88	0.82	121.54%
702-94	11/1994	A		10,900	1	20.00	1,995.27	-1,975.27	20.00	0.01%	-181.22	99.76	1.00%
748-95	01/1995	A		2,225	1	5.00	386.78	-381.78	5.00	0.04%	-171.59	77.36	1.29%
79-93	03/1993	A		25,004	349	5,639.39	4,162.75	1,476.64	16.16	1.40%	59.06	0.74	135.47%
790-95	02/1995	A		9,704	0	0.00	1,816.98	-1,816.98	0.00	0.00%	-187.24	0.00	0.00%
873-95	05/1995	A		13,817	0	0.00	2,328.33	-2,328.33	0.00	0.00%	-168.51	0.00	0.00%
A200DAJ01A	April 2000 Ac	A		12,796	168	2,560.00	394.62	2,165.38	15.24	1.31%	169.22	0.15	648.73%
A200DAJ01C	April 2000 Ac	C		138	5	79.00	2.21	76.79	15.80	3.62%	556.45	0.03	3,574.66%
A200DAJ01D	April 2000 Ac	D		205	2	35.00	3.28	31.72	17.50	0.98%	154.73	0.09	1,067.07%
A200FAJ01A	June Acquisit	A		10,185	124	2,276.00	321.44	1,954.56	18.35	1.22%	191.91	0.14	708.06%
A200FAJ01C	June Acquisit	C		97	4	90.00	1.55	88.45	22.50	4.12%	911.86	0.02	5,806.45%
AJC	04/1998	A		14,567	199	3,061.25	3,073.60	-12.35	15.38	1.37%	-0.85	1.00	99.60%
AJCC	04/1998	C		127	1	10.00	25.64	-15.64	10.00	0.79%	-123.14	2.56	39.00%
AJE	08/1998	A		6,385	145	2,347.00	1,569.89	777.11	16.19	2.27%	121.71	0.67	149.50%
AJEC	08/1998	C		62	1	5.00	12.32	-7.32	5.00	1.61%	-118.13	2.46	40.57%



Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AJ** Name: Sample Lis Qty Mailed: 274,146

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
AJES	08/1998	S		1,399	40	612.00	278.01	333.99	15.30	2.86%	238.74	0.45	220.14%
AJF	10/1998	A		7,282	127	2,070.35	1,560.62	509.73	16.30	1.74%	70.00	0.75	132.66%
AJFC	10/1998	C		51	2	75.00	10.13	64.87	37.50	3.92%	1,271.92	0.14	740.21%
AJG	11/1998	A		8,252	110	1,677.60	1,913.13	-235.53	15.25	1.33%	-28.54	1.14	87.69%
AJGC	11/1998	C		59	1	10.00	12.96	-2.96	10.00	1.69%	-50.19	1.30	77.15%
AJGE	11/1998	E		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
AJGF	11/1998	F		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
AJGG	11/1998	G		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
AJK	04/1999	A		12,512	163	2,924.00	2,856.82	67.18	17.94	1.30%	5.37	0.98	102.35%
AJKC	04/1999	C		108	1	10.00	22.70	-12.70	10.00	0.93%	-117.63	2.27	44.04%
AJL	06/1999	A		5,953	69	1,071.00	1,356.47	-285.47	15.52	1.16%	-47.95	1.27	78.96%
AJLC	06/1999	C		49	0	0.00	10.22	-10.22	0.00	0.00%	-208.67	0.00	0.00%
AJN	10/1999	A		12,726	229	4,766.50	478.06	4,288.44	20.81	1.80%	336.98	0.10	997.05%
AJNC	10/1999	C		128	3	52.00	2.05	49.95	17.33	2.34%	390.23	0.04	2,536.59%
AJO	11/1999	A		3,919	71	1,403.00	220.16	1,182.84	19.76	1.81%	301.82	0.16	637.26%
AJOC	11/1999	C		41	1	10.00	0.66	9.34	10.00	2.44%	227.80	0.07	1,515.15%
AJOS	11/1999	S		3,900	108	1,753.94	62.40	1,691.54	16.24	2.77%	433.73	0.04	2,810.80%
AJOZ	11/1999	Z		37	1	20.00	0.59	19.41	20.00	2.70%	524.59	0.03	3,389.83%
Totals	Sample Lis			274,146	5,838	106,186.15	43,737.90	227.79	18.19	2.13%	227.79	0.41	242.78%

List: **AK** Name: Sample Lis Qty Mailed: 857,047

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
120-90	10/1990	A	Sample Segment	0	127	2,461.00	0.00	2,461.00	19.38	0.00%	0.00	0.00	0.00%
18-93	01/1993	A		15,249	141	2,401.00	2,522.46	-121.46	17.03	0.92%	-7.96	1.05	95.18%
232-96	01/1996	A		21,357	113	1,560.00	4,071.45	-2,511.45	13.81	0.53%	-117.59	2.61	38.32%
233-96	01/1996	A		20,874	152	2,116.00	3,983.64	-1,867.64	13.92	0.73%	-89.47	1.88	53.12%
249-93	10/1993	A		38,920	266	5,253.50	6,558.00	-1,304.50	19.75	0.68%	-33.52	1.25	80.11%
286-93	11/1993	A		37,054	305	5,021.00	6,480.34	-1,459.34	16.46	0.82%	-39.38	1.29	77.48%
352-91	01/1991	A		0	230	3,642.00	0.00	3,642.00	15.83	0.00%	0.00	0.00	0.00%
389-94	02/1994	A		17,305	145	2,263.00	2,988.36	-725.36	15.61	0.84%	-41.92	1.32	75.73%
390-94	02/1994	A		17,148	138	3,487.00	2,963.39	523.61	25.27	0.80%	30.53	0.85	117.67%
398-91	09/1991	A		0	204	4,357.00	0.00	4,357.00	21.36	0.00%	0.00	0.00	0.00%
439-94	03/1994	A		37,955	280	4,505.68	6,456.27	-1,950.59	16.09	0.74%	-51.39	1.43	69.79%
492-91	11/1991	A		0	90	2,042.00	0.00	2,042.00	22.69	0.00%	0.00	0.00	0.00%
493-91	11/1991	A		0	92	1,289.00	0.00	1,289.00	14.01	0.00%	0.00	0.00	0.00%
533B-97	04/1997	A		24,396	249	5,150.32	4,720.03	430.29	20.68	1.02%	17.64	0.92	109.12%
533E-97	04/1997	C		211	6	90.00	40.78	49.22	15.00	2.84%	233.26	0.45	220.68%
615-94	09/1994	A		19,545	2	15.00	3,381.49	-3,366.49	7.50	0.01%	-172.24	225.43	0.44%
669-92	04/1992	A		27,195	253	4,211.00	4,659.15	-448.15	16.64	0.93%	-16.48	1.11	90.38%
686A-98	01/1998	A		49,875	467	9,163.63	9,503.82	-340.19	19.62	0.94%	-6.82	1.04	96.42%
686C-98	01/1998	C		355	5	100.00	67.63	32.37	20.00	1.41%	91.17	0.68	147.85%
698-92	05/1992	A		8,696	82	1,403.00	1,450.93	-47.93	17.11	0.94%	-5.51	1.03	96.70%
717-92	06/1992	A		8,823	85	1,202.00	1,569.10	-367.10	14.14	0.96%	-41.61	1.31	76.60%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AK** Name: Sample Lis Qty Mailed: 857,047

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
743-92	09/1992	A		24,799	234	4,368.65	4,399.41	-30.76	18.67	0.94%	-1.24	1.01	99.30%
786-92	10/1992	A		18,895	163	3,049.00	3,279.17	-230.17	18.71	0.86%	-12.18	1.08	92.98%
806-92	10/1992	A		20,953	215	3,988.50	3,605.29	383.21	18.55	1.03%	18.29	0.90	110.63%
815-95	02/1995	A		7,946	3	30.00	1,417.29	-1,387.29	10.00	0.04%	-174.59	47.24	2.12%
816-95	02/1995	A		7,789	2	30.00	1,390.76	-1,360.76	15.00	0.03%	-174.70	46.36	2.16%
817-95	02/1995	A		18,912	0	0.00	3,382.24	-3,382.24	0.00	0.00%	-178.84	0.00	0.00%
854-92	11/1992	A		16,712	126	2,206.00	2,888.19	-682.19	17.51	0.75%	-40.82	1.31	76.38%
92-93	03/1993	A		19,302	179	3,512.00	3,229.46	282.54	19.62	0.93%	14.64	0.92	108.75%
A200DAK01A	April 2000 Ac	A		20,456	182	4,228.00	2,122.79	2,105.21	23.23	0.89%	102.91	0.50	199.17%
A200DAK01C	April 2000 Ac	C		118	3	55.00	10.03	44.97	18.33	2.54%	381.10	0.18	548.35%
A200DAK01D	April 2000 Ac	D		164	3	95.00	13.94	81.06	31.67	1.83%	494.27	0.15	681.49%
A200FAK01A	June Acquisit	A		18,801	141	2,400.00	2,137.50	262.50	17.02	0.75%	13.96	0.89	112.28%
A200FAK01C	June Acquisit	C		109	2	25.00	9.27	15.73	12.50	1.83%	144.31	0.37	269.69%
AKD	06/1998	A		75,920	786	15,420.80	14,292.56	1,128.24	19.62	1.04%	14.86	0.93	107.89%
AKDC	06/1998	C		496	3	50.00	92.10	-42.10	16.67	0.60%	-84.88	1.84	54.29%
AKG	11/1998	A		0	0	0.00	125.23	-125.23	0.00	0.00%	0.00	0.00	0.00%
AKGC	11/1998	C		240	4	60.00	52.71	7.29	15.00	1.67%	30.37	0.88	113.83%
AKGE	11/1998	E		11,852	71	1,245.00	2,603.05	-1,358.05	17.54	0.60%	-114.58	2.09	47.83%
AKGF	11/1998	F		11,852	75	1,573.00	2,603.05	-1,030.05	20.97	0.63%	-86.91	1.65	60.43%
AKGG	11/1998	G		11,851	107	2,012.00	2,602.82	-590.82	18.80	0.90%	-49.85	1.29	77.30%
AKH	01/1999	A		80,161	698	14,068.00	23,878.55	-9,810.55	20.15	0.87%	-122.39	1.70	58.91%
AKHC	01/1999	C		468	8	110.00	129.32	-19.32	13.75	1.71%	-41.29	1.18	85.06%
AKJ	03/1999	A		41,900	488	9,254.00	12,206.65	-2,952.65	18.96	1.16%	-70.47	1.32	75.81%
AKJC	03/1999	C		233	1	25.00	64.06	-39.06	25.00	0.43%	-167.66	2.56	39.02%
AKM	08/1999	A		19,893	194	3,587.00	5,859.66	-2,272.66	18.49	0.98%	-114.24	1.63	61.22%
AKMC	08/1999	C		116	2	20.00	31.89	-11.89	10.00	1.72%	-102.54	1.59	62.71%
AKN	10/1999	A		40,623	320	6,485.00	4,020.80	2,464.20	20.27	0.79%	60.66	0.62	161.29%
AKNC	10/1999	C		236	2	20.00	18.88	1.12	10.00	0.85%	4.75	0.94	105.93%
AKO	11/1999	A		20,509	164	3,418.00	475.50	2,942.50	20.84	0.80%	143.47	0.14	718.82%
AKOC	11/1999	C		124	1	10.00	1.98	8.02	10.00	0.81%	64.68	0.20	505.05%
AKOS	11/1999	S		20,543	214	4,354.00	328.69	4,025.31	20.35	1.04%	195.95	0.08	1,324.65%
AKOZ	11/1999	Z		116	2	20.00	1.86	18.14	10.00	1.72%	156.38	0.09	1,075.27%
Totals	Sample Lis			857,047	7,825	147,452.08	158,691.56	-13.11	18.84	0.91%	-13.11	1.08	92.92%

List: **AL** Name: Sample Lis Qty Mailed: 24,294

Sample Segment

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AL** Name: Sample Lis Qty Mailed: 24,294

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
373-96	06/1996	A		4,951	65	3,053.50	922.08	2,131.42	46.98	1.31%	430.50	0.30	331.15%
374-96	06/1996	A		4,960	57	932.00	923.69	8.31	16.35	1.15%	1.68	0.99	100.90%
ALE	08/1998	A		6,594	41	543.00	1,400.58	-857.58	13.24	0.62%	-130.05	2.58	38.77%
ALEC	08/1998	C		1,421	0	0.00	282.37	-282.37	0.00	0.00%	-198.71	0.00	0.00%
ALES	08/1998	S		0	18	238.00	0.00	238.00	13.22	0.00%	0.00	0.00	0.00%
ALF	10/1998	A		6,368	49	890.00	1,377.20	-487.20	18.16	0.77%	-76.51	1.55	64.62%
ALFC	10/1998	C		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
Totals	Sample Lis			24,294	230	5,656.50	4,905.92	30.90	24.59	0.95%	30.90	0.87	115.30%

List: **AM** Name: Sample Lis Qty Mailed: 231,433

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
142-95	09/1995	A	Sample Segment	4,104	72	688.75	737.05	-48.30	9.57	1.75%	-11.77	1.07	93.45%
143-95	09/1995	A		4,091	2	25.00	734.87	-709.87	12.50	0.05%	-173.52	29.39	3.40%
195-95	11/1995	A		20,553	168	2,316.82	3,785.51	-1,468.69	13.79	0.82%	-71.46	1.63	61.20%
364-96	06/1996	A		6,339	116	1,988.00	1,226.27	761.73	17.14	1.83%	120.17	0.62	162.12%
401-96	09/1996	A		27,809	245	4,634.00	5,071.57	-437.57	18.91	0.88%	-15.73	1.09	91.37%
420-94	02/1994	A		3,526	42	673.00	635.49	37.51	16.02	1.19%	10.64	0.94	105.90%
472-97	01/1997	A		3,947	58	854.00	1,335.79	-481.79	14.72	1.47%	-122.06	1.56	63.93%
505A-97	03/1997	U		1,524	20	171.00	730.49	-559.49	8.55	1.31%	-367.12	4.27	23.41%
505B-97	03/1997	A		2,037	34	593.00	540.01	52.99	17.44	1.67%	26.01	0.91	109.81%
505E-97	03/1997	U		18	1	25.00	4.77	20.23	25.00	5.56%	1,123.79	0.19	523.91%
542A-97	05/1997	A		16,328	132	2,471.00	6,523.43	-4,052.43	18.72	0.81%	-248.19	2.64	37.88%
542D-97	05/1997	C		51	1	35.00	13.71	21.29	35.00	1.96%	417.52	0.39	255.35%
564-94	06/1994	A		19,280	271	3,421.00	3,298.95	122.05	12.62	1.41%	6.33	0.96	103.70%
665A-97	12/1997	S		14,787	332	5,862.00	3,281.03	2,580.97	17.66	2.25%	174.54	0.56	178.66%
665B-97	12/1997	A		269	5	70.00	20.18	49.82	14.00	1.86%	185.20	0.29	346.88%
665E-97	12/1997	Z		70	0	0.00	5.25	-5.25	0.00	0.00%	-75.00	0.00	0.00%
668-94	10/1994	A		3,026	8	403.00	519.52	-116.52	50.38	0.26%	-38.51	1.29	77.57%
669-94	10/1994	A		2,779	1	10.00	480.18	-470.18	10.00	0.04%	-169.19	48.02	2.08%
678-94	10/1994	A		13,502	0	0.00	2,338.30	-2,338.30	0.00	0.00%	-173.18	0.00	0.00%
679-94	10/1994	A		2,905	1	10.00	500.25	-490.25	10.00	0.03%	-168.76	50.02	2.00%
808-95	02/1995	A		5,073	0	0.00	921.22	-921.22	0.00	0.00%	-181.59	0.00	0.00%
850-95	04/1995	A		21,912	1	15.00	3,801.02	-3,786.02	15.00	0.00%	-172.78	253.40	0.39%
889-95	06/1995	A		23,070	0	0.00	4,182.53	-4,182.53	0.00	0.00%	-181.30	0.00	0.00%
A200DAM02A	April 2000 Ac	A		6,969	62	1,111.50	238.64	872.86	17.93	0.89%	125.25	0.21	465.76%
A200DAM02C	April 2000 Ac	C		85	0	0.00	1.36	-1.36	0.00	0.00%	-16.00	0.00	0.00%
AME	08/1998	A		8,488	101	1,799.00	1,940.79	-141.79	17.81	1.19%	-16.70	1.08	92.69%
AMEC	08/1998	C		73	3	55.00	14.51	40.49	18.33	4.11%	554.70	0.26	379.12%
AMES	08/1998	S		1,752	22	367.00	348.15	18.85	16.68	1.26%	10.76	0.95	105.41%
AMM	08/1999	A		7,519	71	1,471.00	1,720.54	-249.54	20.72	0.94%	-33.19	1.17	85.50%
AMMC	08/1999	C		62	1	50.00	12.90	37.10	50.00	1.61%	598.44	0.26	387.69%
AMO	11/1999	A		4,709	38	775.00	242.13	532.87	20.39	0.81%	113.16	0.31	320.08%
AMOC	11/1999	C		31	1	18.00	0.50	17.50	18.00	3.23%	564.52	0.03	3,600.00%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AM** Name: Sample Lis Qty Mailed: 231,433

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
AMOS	11/1999	S		4,712	47	912.00	75.39	836.61	19.40	1.00%	177.55	0.08	1,209.71%
AMAZ	11/1999	Z		33	0	0.00	0.53	-0.53	0.00	0.00%	-16.06	0.00	0.00%
Totals	Sample Lis			231,433	1,856	30,824.07	45,282.81	-62.47	16.61	0.80%	-62.47	1.47	68.07%

List: **AN** Name: Sample Lis Qty Mailed: 43,170

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
ANF	10/1998	A	Sample Segment	3,737	37	633.00	758.02	-125.02	17.11	0.99%	-33.46	1.20	83.51%
ANFC	10/1998	C		90	2	15.00	17.89	-2.89	7.50	2.22%	-32.06	1.19	83.87%
ANK	04/1999	A		19,295	142	3,225.32	5,874.27	-2,648.95	22.71	0.74%	-137.29	1.82	54.91%
ANKC	04/1999	C		502	2	45.00	141.69	-96.69	22.50	0.40%	-192.62	3.15	31.76%
ANN	10/1999	A		19,054	183	3,741.00	2,083.95	1,657.05	20.44	0.96%	86.97	0.56	179.51%
ANNC	10/1999	C		492	11	265.00	41.82	223.18	24.09	2.24%	453.62	0.16	633.67%
Totals	Sample Lis			43,170	377	7,924.32	8,917.65	-23.01	21.02	0.87%	-23.01	1.13	88.86%

List: **AO** Name: Sample Lis Qty Mailed: 25,417

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
478A-97	02/1997	A	Sample Segment	1,886	21	375.00	407.18	-32.18	17.86	1.11%	-17.06	1.09	92.10%
478B-97	02/1997	A		3,781	31	610.00	791.91	-181.91	19.68	0.82%	-48.11	1.30	77.03%
478C-97	02/1997	P		1,346	7	115.00	281.91	-166.91	16.43	0.52%	-124.01	2.45	40.79%
478D-97	02/1997	M		1,362	6	160.00	285.27	-125.27	26.67	0.44%	-91.97	1.78	56.09%
478F-97	02/1997	C		95	0	0.00	19.90	-19.90	0.00	0.00%	-209.44	0.00	0.00%
AOG	11/1998	A		1,805	6	105.00	436.14	-331.14	17.50	0.33%	-183.45	4.15	24.08%
AOGC	11/1998	C		142	1	10.00	31.19	-21.19	10.00	0.70%	-149.23	3.12	32.06%
AOGE	11/1998	E		5,000	23	378.00	1,098.14	-720.14	16.43	0.46%	-144.03	2.91	34.42%
AOGF	11/1998	F		5,000	39	770.00	1,098.14	-328.14	19.74	0.78%	-65.63	1.43	70.12%
AOGG	11/1998	G		5,000	35	605.00	1,098.14	-493.14	17.29	0.70%	-98.63	1.82	55.09%
Totals	Sample Lis			25,417	169	3,128.00	5,547.93	-95.21	18.51	0.66%	-95.21	1.77	56.38%

List: **AP** Name: Sample Lis Qty Mailed: 25,975

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
APG	11/1998	A	Sample Segment	6,017	61	844.00	1,373.23	-529.23	13.84	1.01%	-87.96	1.63	61.46%
APGC	11/1998	C		3	0	0.00	0.66	-0.66	0.00	0.00%	-219.96	0.00	0.00%
APGE	11/1998	E		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
APGF	11/1998	F		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
APGG	11/1998	G		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
APL	06/1999	A		5,937	69	1,016.94	1,289.55	-272.61	14.74	1.16%	-45.92	1.27	78.86%
APLC	06/1999	C		3	0	0.00	0.63	-0.63	0.00	0.00%	-208.94	0.00	0.00%
APO	11/1999	A		7,006	123	2,486.10	287.68	2,198.42	20.21	1.76%	313.79	0.12	864.19%
APOC	11/1999	C		9	0	0.00	0.14	-0.14	0.00	0.00%	-15.56	0.00	0.00%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AP** Name: Sample Lis Qty Mailed: 25,975

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
APOS	11/1999	S		6,992	158	2,987.00	111.87	2,875.13	18.91	2.26%	411.20	0.04	2,670.06%
APOZ	11/1999	Z		8	1	15.00	0.13	14.87	15.00	12.50%	1,858.75	0.01	11,538.46%
Totals	Sample Lis			25,975	412	7,349.04	3,063.88	164.97	17.84	1.59%	164.97	0.42	239.86%

List: **AQ** Name: Sample Lis Qty Mailed: 88,321

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
504A-97	03/1997	U	Sample Segment	6,048	39	567.00	1,201.05	-634.05	14.54	0.64%	-104.84	2.12	47.21%
504B-97	03/1997	A		13,611	113	1,951.00	2,696.34	-745.34	17.27	0.83%	-54.76	1.38	72.36%
504E-97	03/1997	U		180	3	45.00	35.66	9.34	15.00	1.67%	51.90	0.79	126.20%
578A-97	08/1997	A		9,883	70	1,315.80	1,910.50	-594.70	18.80	0.71%	-60.17	1.45	68.87%
578C-97	08/1997	C		100	1	25.00	19.32	5.68	25.00	1.00%	56.79	0.77	129.39%
AQH	01/1999	A		49,728	283	6,449.00	10,297.24	-3,848.24	22.79	0.57%	-77.39	1.60	62.63%
AQHC	01/1999	C		407	4	60.00	83.16	-23.16	15.00	0.98%	-56.91	1.39	72.15%
AQM	08/1999	A		8,280	61	1,245.00	2,353.47	-1,108.47	20.41	0.74%	-133.87	1.89	52.90%
AQMC	08/1999	C		84	0	0.00	22.68	-22.68	0.00	0.00%	-269.95	0.00	0.00%
Totals	Sample Lis			88,321	574	11,657.80	18,619.42	-78.82	20.31	0.65%	-78.82	1.60	62.61%

List: **AR** Name: Sample Lis Qty Mailed: 10,067

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
ARJ	03/1999	A	Sample Segment	5,087	5	145.00	1,629.87	-1,484.87	29.00	0.10%	-291.90	11.24	8.90%
ARJC	03/1999	C		8	0	0.00	2.56	-2.56	0.00	0.00%	-319.96	0.00	0.00%
ASJ	03/1999	A		4,970	5	260.00	1,599.93	-1,339.93	52.00	0.10%	-269.60	6.15	16.25%
ASJC	03/1999	C		2	0	0.00	0.64	-0.64	0.00	0.00%	-319.96	0.00	0.00%
Totals	Sample Lis			10,067	10	405.00	3,233.00	-280.92	40.50	0.10%	-280.92	7.98	12.53%

List: **AT** Name: Sample Lis Qty Mailed: 30,021

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
19-93	01/1993	A	Sample Segment	6,303	77	1,095.50	1,614.31	-518.81	14.23	1.22%	-82.31	1.47	67.86%
322-93	12/1993	A		6,485	23	248.50	1,687.14	-1,438.64	10.80	0.35%	-221.84	6.79	14.73%
331-91	05/1991	A		0	664	7,975.50	0.00	7,975.50	12.01	0.00%	0.00	0.00	0.00%
655-94	10/1994	A		10,273	1	11.00	2,686.73	-2,675.73	11.00	0.01%	-260.46	244.25	0.41%
80-90	09/1990	A		0	3,725	55,893.63	0.00	55,893.63	15.01	0.00%	0.00	0.00	0.00%
ATJ	03/1999	A		6,888	63	1,200.00	2,087.91	-887.91	19.05	0.91%	-128.91	1.74	57.47%
ATJC	03/1999	C		72	2	14.00	19.44	-5.44	7.00	2.78%	-75.51	1.39	72.03%
Totals	Sample Lis			30,021	4,555	66,438.13	8,095.53	1,943.39	14.59	15.17%	*****	0.12	820.68%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: AU Name: Sample Lis Qty Mailed: 1,354,720

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
12-93	01/1993	A	Sample Segment	70,224	585	9,091.00	11,491.23	-2,400.23	15.54	0.83%	-34.18	1.26	79.11%
13-93	01/1993	A		3,950	1,152	10,991.80	641.67	10,350.13	9.54	29.16%	2,620.29	0.06	1,712.99%
141-93	05/1993	A		34,474	387	6,145.50	9,368.07	-3,222.57	15.88	1.12%	-93.48	1.52	65.60%
176-95	10/1995	A		17,806	197	2,840.87	3,126.00	-285.13	14.42	1.11%	-16.01	1.10	90.88%
184-95	11/1995	A		17,139	176	2,867.00	4,724.94	-1,857.94	16.29	1.03%	-108.40	1.65	60.68%
211-93	08/1993	A		43,950	479	7,085.00	11,069.52	-3,984.52	14.79	1.09%	-90.66	1.56	64.00%
212-93	08/1993	A		43,902	495	8,159.50	7,437.41	722.09	16.48	1.13%	16.45	0.91	109.71%
212-95	12/1995	A		16,484	176	2,596.00	4,594.73	-1,998.73	14.75	1.07%	-121.25	1.77	56.50%
234-91	03/1991	A		0	105	1,816.00	0.00	1,816.00	17.30	0.00%	0.00	0.00	0.00%
235-96	01/1996	A		19,284	218	3,252.00	5,381.54	-2,129.54	14.92	1.13%	-110.43	1.65	60.43%
251-91	03/1991	A		0	24	354.00	0.00	354.00	14.75	0.00%	0.00	0.00	0.00%
252-91	03/1991	A		0	71	1,190.50	0.00	1,190.50	16.77	0.00%	0.00	0.00	0.00%
253-91	03/1991	A		0	86	1,339.00	0.00	1,339.00	15.57	0.00%	0.00	0.00	0.00%
282-91	04/1991	A		0	184	3,200.00	0.00	3,200.00	17.39	0.00%	0.00	0.00	0.00%
306-96	04/1996	A		18,828	157	2,240.00	3,475.05	-1,235.05	14.27	0.83%	-65.60	1.55	64.46%
307-96	04/1996	A		18,851	149	2,330.82	3,479.06	-1,148.24	15.64	0.79%	-60.91	1.49	67.00%
320-93	12/1993	A		15,641	149	2,317.00	4,500.07	-2,183.07	15.55	0.95%	-139.57	1.94	51.49%
321-93	12/1993	P		15,641	143	2,321.60	4,500.07	-2,178.47	16.23	0.91%	-139.28	1.94	51.59%
350-96	05/1996	A		17,874	162	2,462.00	3,374.04	-912.04	15.20	0.91%	-51.03	1.37	72.97%
351-96	05/1996	A		17,984	114	1,914.00	3,393.65	-1,479.65	16.79	0.63%	-82.28	1.77	56.40%
358-94	01/1994	A		34,230	380	5,499.94	9,373.28	-3,873.34	14.47	1.11%	-113.16	1.70	58.68%
371-96	06/1996	A		18,288	173	2,701.98	3,455.55	-753.57	15.62	0.95%	-41.21	1.28	78.19%
372-96	06/1996	A		18,258	179	2,659.00	3,450.17	-791.17	14.85	0.98%	-43.33	1.30	77.07%
385-96	07/1996	A		38,201	330	4,702.00	6,854.97	-2,152.97	14.25	0.86%	-56.36	1.46	68.59%
387-94	02/1994	A		16,534	181	2,422.50	4,627.98	-2,205.48	13.38	1.09%	-133.39	1.91	52.34%
388-94	02/1994	A		16,475	180	2,674.90	4,618.60	-1,943.70	14.86	1.09%	-117.98	1.73	57.92%
392-96	08/1996	A		37,242	390	5,788.00	6,580.56	-792.56	14.84	1.05%	-21.28	1.14	87.96%
404-96	09/1996	A		36,970	350	5,194.00	6,505.32	-1,311.32	14.84	0.95%	-35.47	1.25	79.84%
415-96	10/1996	A		35,483	387	6,076.00	10,301.40	-4,225.40	15.70	1.09%	-119.08	1.70	58.98%
424-96	11/1996	A		33,846	261	3,634.00	6,359.94	-2,725.94	13.92	0.77%	-80.54	1.75	57.14%
438-94	03/1994	A		36,229	333	5,180.22	9,708.03	-4,527.81	15.56	0.92%	-124.98	1.87	53.36%
446-96	12/1996	A		34,702	263	3,875.50	9,771.83	-5,896.33	14.74	0.76%	-169.91	2.52	39.66%
477-94	04/1994	A		24,807	225	3,597.00	6,855.05	-3,258.05	15.99	0.91%	-131.34	1.91	52.47%
498-91	11/1991	A		0	212	2,804.00	0.00	2,804.00	13.23	0.00%	0.00	0.00	0.00%
499-91	11/1991	A		0	203	3,334.00	0.00	3,334.00	16.42	0.00%	0.00	0.00	0.00%
54-93	02/1993	A		63,560	665	9,675.75	10,602.04	-926.29	14.55	1.05%	-14.57	1.10	91.26%
603-92	03/1992	A		21,521	232	3,367.00	3,847.63	-480.63	14.51	1.08%	-22.33	1.14	87.51%
613-94	09/1994	A		33,591	0	0.00	5,778.35	-5,778.35	0.00	0.00%	-172.02	0.00	0.00%
641-92	04/1992	A		21,515	185	2,703.00	6,010.65	-3,307.65	14.61	0.86%	-153.74	2.22	44.97%
651-94	10/1994	A		30,927	0	0.00	5,301.45	-5,301.45	0.00	0.00%	-171.42	0.00	0.00%
681-94	11/1994	A		30,300	1	25.00	8,503.95	-8,478.95	25.00	0.00%	-279.83	340.16	0.29%
704-94	12/1994	A		29,885	1	25.00	5,182.20	-5,157.20	25.00	0.00%	-172.57	207.29	0.48%
739-92	09/1992	A		23,876	207	3,197.50	6,511.94	-3,314.44	15.45	0.87%	-138.82	2.04	49.10%
747-95	01/1995	A		48,863	2	35.00	8,231.61	-8,196.61	17.50	0.00%	-167.75	235.19	0.43%
789-95	02/1995	A		49,430	0	0.00	8,874.89	-8,874.89	0.00	0.00%	-179.54	0.00	0.00%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **AU** Name: Sample Lis Qty Mailed: 1,354,720

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
815-92	11/1992	A		33,121	372	5,263.54	9,503.32	-4,239.78	14.15	1.12%	-128.01	1.81	55.39%
877-95	05/1995	A		37,162	0	0.00	9,506.84	-9,506.84	0.00	0.00%	-255.82	0.00	0.00%
A200CAU01A	March 2000 A	A		35,303	392	6,511.33	795.92	5,715.41	16.61	1.11%	161.90	0.12	818.09%
A200CAU01C	March 2000 A	C		255	5	50.00	4.08	45.92	10.00	1.96%	180.08	0.08	1,225.49%
A200DAU01A	April 2000 Ac	A		35,205	344	5,499.00	790.14	4,708.86	15.99	0.98%	133.76	0.14	695.95%
A200DAU01C	April 2000 Ac	C		280	4	80.00	4.48	75.52	20.00	1.43%	269.71	0.06	1,785.71%
A200DAU01D	April 2000 Ac	D		336	3	65.00	5.38	59.62	21.67	0.89%	177.44	0.08	1,208.18%
A200FAU01A	June Acquisit	A		32,911	367	6,027.00	794.86	5,232.14	16.42	1.12%	158.98	0.13	758.25%
A200FAU01C	June Acquisit	C		321	3	80.00	5.14	74.86	26.67	0.93%	233.21	0.06	1,556.42%
AUK	04/1999	A		36,021	355	6,561.35	7,748.56	-1,187.21	18.48	0.99%	-32.96	1.18	84.68%
AUKC	04/1999	C		255	3	45.00	53.62	-8.62	15.00	1.18%	-33.81	1.19	83.92%
AUL	06/1999	A		18,675	185	3,349.00	3,969.45	-620.45	18.10	0.99%	-33.22	1.19	84.37%
AULC	06/1999	C		148	3	130.00	30.87	99.13	43.33	2.03%	669.80	0.24	421.12%
AVL	06/1999	A		17,807	168	3,560.00	3,799.55	-239.55	21.19	0.94%	-13.45	1.07	93.70%
AVLC	06/1999	C		155	1	25.00	32.34	-7.34	25.00	0.65%	-47.35	1.29	77.30%
Totals	Sample Lis			1,354,720	12,754	190,931.10	274,908.98	-61.99	14.97	0.94%	-61.99	1.44	69.45%

List: **AW** Name: Sample Lis Qty Mailed: 22,982

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
AVN	10/1999	A	Sample Segment	8,714	38	793.00	689.43	103.57	20.87	0.44%	11.89	0.87	115.02%
AVNC	10/1999	C		156	0	0.00	10.92	-10.92	0.00	0.00%	-70.00	0.00	0.00%
OBK	04/1999	A		13,958	299	6,126.00	3,107.91	3,018.09	20.49	2.14%	216.23	0.51	197.11%
OBKC	04/1999	C		154	6	140.00	32.38	107.62	23.33	3.90%	698.84	0.23	432.39%
Totals	Sample Lis			22,982	343	7,059.00	3,840.63	140.04	20.58	1.49%	140.04	0.54	183.80%

List: **AX** Name: Sample Lis Qty Mailed: 18,701

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
A200CAX01A	March 2000 A	A	Sample Segment	18,537	204	2,284.00	2,483.60	-199.60	11.20	1.10%	-10.77	1.09	91.96%
A200CAX01C	March 2000 A	C		164	3	40.00	16.40	23.60	13.33	1.83%	143.90	0.41	243.90%
Totals	Sample Lis			18,701	207	2,324.00	2,500.00	-9.41	11.23	1.11%	-9.41	1.08	92.96%

List: **BA** Name: Sample Lis Qty Mailed: 689,134

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
144-95	09/1995	A	Sample Segment	54,468	501	7,484.57	9,708.80	-2,224.23	14.94	0.92%	-40.84	1.30	77.09%
204-91	02/1991	A		0	58	687.00	0.00	687.00	11.84	0.00%	0.00	0.00	0.00%
219-91	02/1991	A		0	230	2,637.00	0.00	2,637.00	11.47	0.00%	0.00	0.00	0.00%
220-91	02/1991	A		0	341	4,273.00	0.00	4,273.00	12.53	0.00%	0.00	0.00	0.00%
226-93	09/1993	A		43,587	588	8,942.59	7,683.29	1,259.30	15.21	1.35%	28.89	0.86	116.39%
289-96	04/1996	A		29,419	227	3,284.32	5,511.80	-2,227.48	14.47	0.77%	-75.72	1.68	59.59%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **BA** Name: Sample Lis Qty Mailed: 689,134

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
352-96	05/1996	A		12,884	114	2,352.00	2,484.46	-132.46	20.63	0.88%	-10.28	1.06	94.67%
353-96	05/1996	A		13,032	120	2,833.00	2,510.86	322.14	23.61	0.92%	24.72	0.89	112.83%
354-91	03/1991	A		0	263	2,869.00	0.00	2,869.00	10.91	0.00%	0.00	0.00	0.00%
425-96	11/1996	A		2,760	31	555.32	525.59	29.73	17.91	1.12%	10.77	0.95	105.66%
426-96	11/1996	A		2,950	36	654.00	559.19	94.81	18.17	1.22%	32.14	0.86	116.96%
441-94	03/1994	A		25,515	219	3,241.00	4,335.93	-1,094.93	14.80	0.86%	-42.91	1.34	74.75%
442-94	03/1994	A		3,373	23	530.00	569.10	-39.10	23.04	0.68%	-11.59	1.07	93.13%
443-94	03/1994	A		3,603	33	282.00	605.35	-323.35	8.55	0.92%	-89.74	2.15	46.59%
449-96	12/1996	A		82,882	840	11,902.00	15,088.69	-3,186.69	14.17	1.01%	-38.45	1.27	78.88%
481-94	04/1994	A		21,914	145	2,098.42	3,758.55	-1,660.13	14.47	0.66%	-75.76	1.79	55.83%
506-91	12/1991	A		0	106	1,665.00	0.00	1,665.00	15.71	0.00%	0.00	0.00	0.00%
506A-97	03/1997	U		935	10	170.00	247.29	-77.29	17.00	1.07%	-82.67	1.45	68.74%
506B-97	03/1997	A		1,272	25	480.00	251.99	228.01	19.20	1.97%	179.26	0.52	190.49%
507-91	12/1991	A		0	102	1,586.00	0.00	1,586.00	15.55	0.00%	0.00	0.00	0.00%
558A-97	06/1997	A		26,327	336	5,866.48	5,586.85	279.63	17.46	1.28%	10.62	0.95	105.01%
558C-97	06/1997	C		8	0	0.00	1.64	-1.64	0.00	0.00%	-204.55	0.00	0.00%
578-92	02/1992	A		20,889	283	4,178.00	3,816.35	361.65	14.76	1.35%	17.31	0.91	109.48%
595-92	03/1992	A		7,271	111	1,392.30	1,344.87	47.43	12.54	1.53%	6.52	0.97	103.53%
679B-97	12/1997	A		44,102	504	8,746.26	694.65	8,051.61	17.35	1.14%	182.57	0.08	1,259.09%
679F-97	12/1997	C		8	0	0.00	0.06	-0.06	0.00	0.00%	-7.50	0.00	0.00%
684-94	11/1994	A		40,212	1	10.00	6,984.22	-6,974.22	10.00	0.00%	-173.44	698.42	0.14%
772-95	01/1995	A		6,351	0	0.00	1,071.87	-1,071.87	0.00	0.00%	-168.77	0.00	0.00%
773-95	01/1995	A		6,818	3	125.00	1,145.18	-1,020.18	41.67	0.04%	-149.63	9.16	10.92%
866-92	12/1992	A		48,150	581	8,691.46	8,207.24	484.22	14.96	1.21%	10.06	0.94	105.90%
A200FBA01A	June Acquisit	A		61,764	976	14,715.80	1,799.28	12,916.52	15.08	1.58%	209.13	0.12	817.87%
A200FBA01C	June Acquisit	C		29	0	0.00	0.46	-0.46	0.00	0.00%	-15.86	0.00	0.00%
BAD	06/1998	A		32,627	390	6,875.32	6,277.12	598.20	17.63	1.20%	18.33	0.91	109.53%
BADC	06/1998	C		9	0	0.00	1.67	-1.67	0.00	0.00%	-185.46	0.00	0.00%
BAE	08/1998	A		3,499	43	935.00	769.78	165.22	21.74	1.23%	47.22	0.82	121.46%
BAEC	08/1998	C		2	0	0.00	0.40	-0.40	0.00	0.00%	-200.72	0.00	0.00%
BAES	08/1998	S		779	9	128.00	154.80	-26.80	14.22	1.16%	-34.41	1.21	82.69%
BAJ	03/1999	A		26,367	262	4,801.32	5,790.27	-988.95	18.33	0.99%	-37.51	1.21	82.92%
BAJC	03/1999	C		8	0	0.00	1.66	-1.66	0.00	0.00%	-207.46	0.00	0.00%
BAL	06/1999	A		34,550	428	6,652.95	7,588.49	-935.54	15.54	1.24%	-27.08	1.14	87.67%
BALC	06/1999	C		3	0	0.00	0.63	-0.63	0.00	0.00%	-208.94	0.00	0.00%
BAN	10/1999	A		18,178	318	3,087.33	478.94	2,608.39	9.71	1.75%	143.49	0.16	644.62%
BANC	10/1999	C		1	0	0.00	0.02	-0.02	0.00	0.00%	-20.00	0.00	0.00%
BAO	11/1999	A		6,279	82	1,166.00	298.32	867.68	14.22	1.31%	138.19	0.26	390.86%
BAOC	11/1999	C		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
BAOS	11/1999	S		6,309	114	1,879.00	100.94	1,778.06	16.48	1.81%	281.83	0.05	1,861.50%
BAOZ	11/1999	Z		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
Totals	Sample Lis			689,134	8,453	127,776.44	105,956.59	31.66	15.12	1.23%	31.66	0.83	120.59%

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

List: **BB** Name: Sample Lis Qty Mailed: 199,257

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
448-96	12/1996	A	Sample Segment	5,152	60	777.00	1,371.25	-594.25	12.95	1.16%	-115.34	1.76	56.66%
543A-97	05/1997	A		9,851	131	2,005.50	1,987.16	18.34	15.31	1.33%	1.86	0.99	100.92%
543D-97	05/1997	C		94	1	50.00	18.95	31.05	50.00	1.06%	330.28	0.38	263.80%
689A-98	01/1998	A		15,518	159	3,057.48	3,040.21	17.27	19.23	1.02%	1.11	0.99	100.57%
689C-98	01/1998	C		178	1	25.00	33.91	-8.91	25.00	0.56%	-50.05	1.36	73.73%
891-95	06/1995	A		1,881	0	0.00	522.14	-522.14	0.00	0.00%	-277.58	0.00	0.00%
A200ABB01A	Jan 2000 Ac	A		15,565	229	3,327.36	324.43	3,002.93	14.53	1.47%	192.93	0.10	1,025.60%
A200ABB01C	Jan 2000 Ac	C		118	3	60.00	1.89	58.11	20.00	2.54%	492.46	0.03	3,174.60%
A200CBB01A	March 2000 A	A		29,809	397	6,848.83	730.48	6,118.35	17.25	1.33%	205.25	0.11	937.58%
A200CBB01C	March 2000 A	C		244	4	69.00	3.90	65.10	17.25	1.64%	266.80	0.06	1,769.23%
A200DBB01A	April 2000 Ac	A		12,910	120	2,017.37	410.75	1,606.62	16.81	0.93%	124.45	0.20	491.14%
A200DBB01C	April 2000 Ac	C		123	0	0.00	0.19	-0.19	0.00	0.00%	-1.54	0.00	0.00%
A200DBB01D	April 2000 Ac	D		158	1	10.00	1.97	8.03	10.00	0.63%	50.82	0.20	507.61%
A200FBB01A	June Acquisit	A		17,379	176	3,105.00	406.18	2,698.82	17.64	1.01%	155.29	0.13	764.44%
A200FBB01C	June Acquisit	C		136	1	25.00	2.18	22.82	25.00	0.74%	167.79	0.09	1,146.79%
BBE	08/1998	A		9,883	160	2,425.40	2,066.63	358.77	15.16	1.62%	36.30	0.85	117.36%
BBEC	08/1998	C		106	0	0.00	21.07	-21.07	0.00	0.00%	-198.73	0.00	0.00%
BBES	08/1998	S		2,182	49	788.50	433.60	354.90	16.09	2.25%	162.65	0.55	181.85%
BBF	10/1998	A		12,632	235	4,129.00	2,610.51	1,518.49	17.57	1.86%	120.21	0.63	158.17%
BBFC	10/1998	C		92	5	142.00	18.29	123.71	28.40	5.43%	1,344.70	0.13	776.50%
BBH	01/1999	A		8,944	248	3,940.50	1,849.22	2,091.28	15.89	2.77%	233.82	0.47	213.09%
BBHC	01/1999	C		86	1	5.00	17.57	-12.57	5.00	1.16%	-146.22	3.51	28.45%
BBJ	03/1999	A		1,450	29	420.00	413.87	6.13	14.48	2.00%	4.23	0.99	101.48%
BBJC	03/1999	C		70	0	0.00	14.56	-14.56	0.00	0.00%	-207.96	0.00	0.00%
BBK	04/1999	A		7,257	75	1,514.50	1,568.22	-53.72	20.19	1.03%	-7.40	1.04	96.57%
BBKC	04/1999	C		57	0	0.00	11.98	-11.98	0.00	0.00%	-210.24	0.00	0.00%
BBL	06/1999	A		6,249	91	2,603.50	1,353.96	1,249.54	28.61	1.46%	199.96	0.52	192.29%
BBLC	06/1999	C		59	2	20.00	12.31	7.69	10.00	3.39%	130.32	0.62	162.46%
BBM	08/1999	A		25,480	299	5,323.50	7,771.23	-2,447.73	17.80	1.17%	-96.06	1.46	68.50%
BBMC	08/1999	C		180	3	35.00	50.39	-15.39	11.67	1.67%	-85.51	1.44	69.46%
BBN	10/1999	A		8,013	169	2,651.00	164.64	2,486.36	15.69	2.11%	310.29	0.06	1,610.18%
BBNC	10/1999	C		54	0	0.00	0.86	-0.86	0.00	0.00%	-15.93	0.00	0.00%
BBO	11/1999	A		0	0	0.00	50.18	-50.18	0.00	0.00%	0.00	0.00	0.00%
BBOC	11/1999	C		0	0	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
BBOS	11/1999	S		7,286	158	2,064.75	116.58	1,948.17	13.07	2.17%	267.39	0.06	1,771.10%
BBOZ	11/1999	Z		61	2	40.00	0.98	39.02	20.00	3.28%	639.67	0.02	4,081.63%

Totals	Sample Lis			199,257	2,809	47,480.19	27,402.23	100.76	16.90	1.41%	100.76	0.58	173.27%
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Professional Advertising Systems Inc.
70 Memorial Plaza
Pleasantville, NY 10570

Response by List/Package

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

08/17/00 04:44 PM

Cut Off: 08/31/00

Page 19

List: **BC** Name: Sample Lis Qty Mailed: 13,549

Source	Mailing	Pkg	Segment	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
B1BC	03/1998	C	Sample Segment	17	0	0.00	3.31	-3.31	0.00	0.00%	-194.49	0.00	0.00%
B1BS	03/1998	S		4,709	38	479.00	915.86	-436.86	12.61	0.81%	-92.77	1.91	52.30%
B2B	03/1998	A		2,351	13	262.00	457.25	-195.25	20.15	0.55%	-83.05	1.75	57.30%
B2BC	03/1998	C		14	0	0.00	2.72	-2.72	0.00	0.00%	-194.49	0.00	0.00%
B3B	03/1998	A		2,364	10	425.00	459.78	-34.78	42.50	0.42%	-14.71	1.08	92.44%
B3BC	03/1998	C		14	0	0.00	2.72	-2.72	0.00	0.00%	-194.49	0.00	0.00%
BCO	11/1999	A		1,999	5	85.00	244.44	-159.44	17.00	0.25%	-79.76	2.88	34.77%
BCOC	11/1999	C		40	0	0.00	2.80	-2.80	0.00	0.00%	-70.00	0.00	0.00%
BCOS	11/1999	S		2,002	13	216.00	140.14	75.86	16.62	0.65%	37.89	0.65	154.13%
BCOZ	11/1999	Z		39	0	0.00	2.73	-2.73	0.00	0.00%	-70.00	0.00	0.00%
Totals	Sample Lis			13,549	79	1,467.00	2,231.76	-56.44	18.57	0.58%	-56.44	1.52	65.73%