

TheStreet.com Postal Membership File

Investors Who Are Active Members to a Leading Digital Hub Where They Gain Access to Investment Information, Resources, Tools, Advice, and News

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|---------|------------------|---------|
| 536,857 | U.S. Members | \$125/M |
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| | Recency | +\$10/M |

TheStreet.com Postal Membership File reaches active investors who have signed up at www.TheStreet.com to gain access to financial news, commentary, analysis, ratings, as well as business and investment content. They use information provided to them by **TheStreet.com** as decision support tools, helping them to optimize their investments, grow their wealth, and limit their losses.

Members are information hungry individuals who scour content across multiple media platforms, including online, video, and print to help them with their financial and investment activities. They are a computer-savvy audience who view the Internet as a key tool for performing research and executing trade decisions. More than 75% of **TheStreet.com's** members have an online brokerage account, allowing them to act quickly with trade decisions depending on hot information, market timing, or specific sector performance.

TheStreet.com was co-founded in 1996 by Jim Cramer, a well-known personality and guru in the financial and investment sector. Since its inception, **TheStreet.com** has distinguished itself from other financial media companies with its journalistic excellence, unbiased approach and interactive multimedia coverage of the financial markets, economy, industry trends, investment and financial planning. With its offices directly on Wall Street, **TheStreet.com's** web site is updated in real time every day to provide timely financial commentary, analysis, and investigative journalism, along with investing ideas, personal finance tips, and much more. **TheStreet.com's** offers a suite of free newsletters with upgrades to paid premium services such as *Real Money*, *OptionsProfits*, *ETF Profits*, *Stocks Under \$10*, and *Jim Cramer's Action Alerts*, with subscription pricing ranging anywhere from \$100 to \$5,000.

TheStreet.com Postal Membership File reaches a large audience of active stock traders, investors, and market movers. They use content from **TheStreet.com's** free and paid newsletters to guide their investment activities. They are highly responsive to a wide range of investment, consumer, and home office offers.

USAGE SUGGESTIONS INCLUDE:

All Financial Offers, Investor Relations (IR) Offers, Conferences and Seminar Offers, Small Office/Home Office Offers, Self-Improvement Offers, Books, Magazines, Newsletters, Consumer Offers, Credit Cards Offers, PC Software & Hardware, Portable Computing & Mobile Offers, Internet/Online Services and More!

For more information, contact Diane Dubocq, x217 (ddubocq@metaresponse.com). Visit us on the web at <http://www.metaresponse.com>.

Source Internet/Online/Web

Selections

| | |
|-------------------|-----------|
| Gender | \$7/M |
| SCF/State/Zip | \$7/M |
| Women | 70,987 |
| Men | 383,678 |
| Email Fulfillment | \$65 Flat |

(* Non-Financial offers are based at \$100/M; Fundraisers at \$75/M

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A signed List Rental Agreement is required for all test orders. Sample mailing piece is required for List Owner approval. All rentals are for a one-time usage only. Running charges are billed at \$10/M for orders cancelled after processing. Re-uses must be cleared by the List Owner prior to mailing.

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Names through Jan 2012

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The Street