

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387EA Valpak of Palm Springs**  
**City/State: CATHEDRAL CITY, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	5.63%
% 100,000 - \$149,999	11.09%
% 75,000 - 99,999	13.41%
% 50,000 - 74,999	22.96%
% 35,000 - 49,999	17.34%
% 25,000 - 34,999	8.56%
% Less Than 25,000	20.99%
<b>Avg HH Income</b>	<b>\$65,337</b>

**Current Year Household Vehicles**

% No Vehicles	7.89%
% 1 Vehicle	31.94%
% 2 Vehicles	42.82%
% 3 - 4 Vehicles	16.01%
% 5+ Vehicles	1.34%

**2000 Population - Marital Status**

% Married	51.38%
% Single/Divorced/Widowed	48.62%

**Current Year Head of Household Age**

% Age 24 and under	3.70%
% Age 25 - 34	18.19%
% Age 35 - 44	26.54%
% Age 45 - 54	21.40%
% Age 55 - 64	14.02%
% Age 65 Plus	16.14%
<b>Median Age</b>	<b>32.19</b>

**Current Year Population - Race**

% White	46.98%
% Black	3.11%
% Asian/Pacific Islander	5.47%
% Hispanic	42.29%
% Other (all others)	2.15%

**Current Year Adult Population**

% Age 18 - 49	68.29%
% Age 25 - 54	62.45%
% Age 55+	23.85%
<b>Median Adult Age</b>	<b>41.50</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	15.44%
% College 1 - 3 Years	32.27%
% High School Graduate	24.50%
% Less than HS Graduate	27.79%

**2000 HHs with Children**

% Total HHs w/Child	48.50%
% Married w/Child	36.90%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	50.98%
% Blue Collar	20.10%

**2000 Household Size**

% 1 Person HH	20.42%
% 2 Person HH	26.52%
% 3 - 4 Person HH	31.27%
% 5 Plus Person HH	21.79%
<b>Current Year Avg HH Size</b>	<b>3.21</b>

**2000 Population - Employment**

% Families w/ 0 Workers	8.43%
% Families w/ 1 Worker	30.99%
% Families w/ 2 Workers	47.00%
% Families w/ 3+ Workers	13.58%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	21.34%
% 1990 - 1998	21.66%
% 1980 - 1989	36.41%
% 1970 - 1979	9.06%
% Before 1970	11.52%
% Owner Occupied	72.38%
<b>Avg Home Value</b>	<b>\$352,586</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	56.70%
% Spanish	37.49%
% French	0.21%
% German	0.42%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387EB Valpak of Palm Springs**  
**City/State: RANCHO MIRAGE, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

<b>Current Year Household Income</b>	
% 150,000 Plus	18.22%
% 100,000 - \$149,999	12.04%
% 75,000 - 99,999	10.10%
% 50,000 - 74,999	16.45%
% 35,000 - 49,999	13.66%
% 25,000 - 34,999	9.93%
% Less Than 25,000	19.60%
<b>Avg HH Income</b>	\$104,432

<b>Current Year Household Vehicles</b>	
% No Vehicles	4.87%
% 1 Vehicle	45.73%
% 2 Vehicles	41.15%
% 3 - 4 Vehicles	7.65%
% 5+ Vehicles	0.60%

<b>2000 Population - Marital Status</b>	
% Married	53.66%
% Single/Divorced/Widowed	46.34%

<b>Current Year Head of Household Age</b>	
% Age 24 and under	2.96%
% Age 25 - 34	8.63%
% Age 35 - 44	9.93%
% Age 45 - 54	12.47%
% Age 55 - 64	17.85%
% Age 65 Plus	48.17%
<b>Median Age</b>	56.33

<b>Current Year Population - Race</b>	
% White	82.95%
% Black	0.86%
% Asian/Pacific Islander	1.49%
% Hispanic	13.49%
% Other (all others)	1.21%

<b>Current Year Adult Population</b>	
% Age 18 - 49	33.45%
% Age 25 - 54	33.52%
% Age 55+	60.23%
<b>Median Adult Age</b>	60.87

<b>Current Year Population - Education</b>	
<i>Persons 25+ years</i>	
% College 4+ Years	32.69%
% College 1 - 3 Years	32.07%
% High School Graduate	23.83%
% Less than HS Graduate	11.41%

<b>2000 HHs with Children</b>	
% Total HHs w/Child	14.86%
% Married w/Child	9.91%

<b>Current Year Population - Occupation</b>	
<i>Persons 16+ years</i>	
% White Collar	66.90%
% Blue Collar	13.16%

<b>2000 Household Size</b>	
% 1 Person HH	33.39%
% 2 Person HH	48.84%
% 3 - 4 Person HH	12.82%
% 5 Plus Person HH	4.96%
<b>Current Year Avg HH Size</b>	2.01

<b>2000 Population - Employment</b>	
% Families w/ 0 Workers	36.13%
% Families w/ 1 Worker	31.15%
% Families w/ 2 Workers	27.17%
% Families w/ 3+ Workers	5.55%

<b>Current Year Housing Units</b>	
<i>Year Structure Built</i>	
% 1999 - Current Year	24.59%
% 1990 - 1998	11.30%
% 1980 - 1989	26.19%
% 1970 - 1979	24.86%
% Before 1970	13.07%
% Owner Occupied	77.48%
<b>Avg Home Value</b>	\$522,264

<b>2000 Population - Speaks at Home</b>	
<i>Persons 5+ years</i>	
% English	79.23%
% Spanish	14.58%
% French	0.81%
% German	0.69%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387EBB Valpak of Palm Springs**  
**City/State: CATHEDRAL CITY, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	7.23%
% 100,000 - \$149,999	11.30%
% 75,000 - 99,999	10.66%
% 50,000 - 74,999	19.14%
% 35,000 - 49,999	15.63%
% 25,000 - 34,999	11.92%
% Less Than 25,000	24.11%
<b>Avg HH Income</b>	<b>\$68,905</b>

**Current Year Household Vehicles**

% No Vehicles	5.63%
% 1 Vehicle	43.85%
% 2 Vehicles	38.66%
% 3 - 4 Vehicles	11.36%
% 5+ Vehicles	0.50%

**2000 Population - Marital Status**

% Married	54.87%
% Single/Divorced/Widowed	45.13%

**Current Year Head of Household Age**

% Age 24 and under	3.15%
% Age 25 - 34	14.48%
% Age 35 - 44	18.43%
% Age 45 - 54	16.27%
% Age 55 - 64	15.09%
% Age 65 Plus	32.57%
<b>Median Age</b>	<b>37.68</b>

**Current Year Population - Race**

% White	58.69%
% Black	1.49%
% Asian/Pacific Islander	4.09%
% Hispanic	34.28%
% Other (all others)	1.45%

**Current Year Adult Population**

% Age 18 - 49	54.96%
% Age 25 - 54	50.48%
% Age 55+	38.23%
<b>Median Adult Age</b>	<b>47.03</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	19.19%
% College 1 - 3 Years	33.22%
% High School Graduate	24.72%
% Less than HS Graduate	22.87%

**2000 HHs with Children**

% Total HHs w/Child	33.34%
% Married w/Child	25.00%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	56.11%
% Blue Collar	19.23%

**2000 Household Size**

% 1 Person HH	24.65%
% 2 Person HH	38.91%
% 3 - 4 Person HH	21.68%
% 5 Plus Person HH	14.75%
<b>Current Year Avg HH Size</b>	<b>2.66</b>

**2000 Population - Employment**

% Families w/ 0 Workers	23.04%
% Families w/ 1 Worker	29.49%
% Families w/ 2 Workers	36.99%
% Families w/ 3+ Workers	10.47%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	25.04%
% 1990 - 1998	19.71%
% 1980 - 1989	29.52%
% 1970 - 1979	17.99%
% Before 1970	7.74%
% Owner Occupied	77.19%
<b>Avg Home Value</b>	<b>\$336,013</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	64.46%
% Spanish	30.72%
% French	0.48%
% German	0.98%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387EC**      **Valpak of Palm Springs**  
**City/State: PALM DESERT, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	7.16%
<b>% 100,000 - \$149,999</b>	10.92%
<b>% 75,000 - 99,999</b>	11.29%
<b>% 50,000 - 74,999</b>	21.25%
<b>% 35,000 - 49,999</b>	15.07%
<b>% 25,000 - 34,999</b>	11.76%
<b>% Less Than 25,000</b>	22.55%
<b>Avg HH Income</b>	\$67,313

**Current Year Household Vehicles**

<b>% No Vehicles</b>	7.69%
<b>% 1 Vehicle</b>	50.76%
<b>% 2 Vehicles</b>	33.39%
<b>% 3 - 4 Vehicles</b>	7.71%
<b>% 5+ Vehicles</b>	0.46%

**2000 Population - Marital Status**

<b>% Married</b>	52.80%
<b>% Single/Divorced/Widowed</b>	47.20%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	3.92%
<b>% Age 25 - 34</b>	12.56%
<b>% Age 35 - 44</b>	12.72%
<b>% Age 45 - 54</b>	12.33%
<b>% Age 55 - 64</b>	14.21%
<b>% Age 65 Plus</b>	44.27%
<b>Median Age</b>	48.32

**Current Year Population - Race**

<b>% White</b>	77.48%
<b>% Black</b>	1.05%
<b>% Asian/Pacific Islander</b>	3.44%
<b>% Hispanic</b>	16.65%
<b>% Other (all others)</b>	1.38%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	42.52%
<b>% Age 25 - 54</b>	39.76%
<b>% Age 55+</b>	51.82%
<b>Median Adult Age</b>	56.48

**Current Year Population - Education**  
*Persons 25+ years*

<b>% College 4+ Years</b>	26.32%
<b>% College 1 - 3 Years</b>	36.45%
<b>% High School Graduate</b>	22.53%
<b>% Less than HS Graduate</b>	14.70%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	20.09%
<b>% Married w/Child</b>	12.81%

**Current Year Population - Occupation**  
*Persons 16+ years*

<b>% White Collar</b>	61.91%
<b>% Blue Collar</b>	14.40%

**2000 Household Size**

<b>% 1 Person HH</b>	34.11%
<b>% 2 Person HH</b>	43.02%
<b>% 3 - 4 Person HH</b>	16.44%
<b>% 5 Plus Person HH</b>	6.43%
<b>Current Year Avg HH Size</b>	2.15

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	32.68%
<b>% Families w/ 1 Worker</b>	30.41%
<b>% Families w/ 2 Workers</b>	28.90%
<b>% Families w/ 3+ Workers</b>	8.02%

**Current Year Housing Units**  
*Year Structure Built*

<b>% 1999 - Current Year</b>	14.22%
<b>% 1990 - 1998</b>	13.65%
<b>% 1980 - 1989</b>	40.05%
<b>% 1970 - 1979</b>	23.34%
<b>% Before 1970</b>	8.74%
<b>% Owner Occupied</b>	66.08%
<b>Avg Home Value</b>	\$446,839

**2000 Population - Speaks at Home**  
*Persons 5+ years*

<b>% English</b>	76.04%
<b>% Spanish</b>	17.33%
<b>% French</b>	0.98%
<b>% German</b>	0.41%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387ED Valpak of Palm Springs**  
**City/State: PALM DESERT, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	15.48%
<b>% 100,000 - \$149,999</b>	12.22%
<b>% 75,000 - 99,999</b>	9.53%
<b>% 50,000 - 74,999</b>	16.46%
<b>% 35,000 - 49,999</b>	15.51%
<b>% 25,000 - 34,999</b>	11.18%
<b>% Less Than 25,000</b>	19.62%
<b>Avg HH Income</b>	\$91,653

**Current Year Household Vehicles**

<b>% No Vehicles</b>	3.98%
<b>% 1 Vehicle</b>	44.25%
<b>% 2 Vehicles</b>	39.84%
<b>% 3 - 4 Vehicles</b>	11.58%
<b>% 5+ Vehicles</b>	0.35%

**2000 Population - Marital Status**

<b>% Married</b>	55.30%
<b>% Single/Divorced/Widowed</b>	44.70%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	2.68%
<b>% Age 25 - 34</b>	9.62%
<b>% Age 35 - 44</b>	11.82%
<b>% Age 45 - 54</b>	15.41%
<b>% Age 55 - 64</b>	20.62%
<b>% Age 65 Plus</b>	39.86%
<b>Median Age</b>	53.76

**Current Year Population - Race**

<b>% White</b>	89.06%
<b>% Black</b>	0.41%
<b>% Asian/Pacific Islander</b>	2.02%
<b>% Hispanic</b>	7.10%
<b>% Other (all others)</b>	1.41%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	36.51%
<b>% Age 25 - 54</b>	38.17%
<b>% Age 55+</b>	55.59%
<b>Median Adult Age</b>	57.66

**Current Year Population - Education**  
*Persons 25+ years*

<b>% College 4+ Years</b>	33.54%
<b>% College 1 - 3 Years</b>	38.16%
<b>% High School Graduate</b>	19.12%
<b>% Less than HS Graduate</b>	9.18%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	14.45%
<b>% Married w/Child</b>	9.84%

**Current Year Population - Occupation**  
*Persons 16+ years*

<b>% White Collar</b>	72.48%
<b>% Blue Collar</b>	10.63%

**2000 Household Size**

<b>% 1 Person HH</b>	35.01%
<b>% 2 Person HH</b>	47.29%
<b>% 3 - 4 Person HH</b>	14.39%
<b>% 5 Plus Person HH</b>	3.30%
<b>Current Year Avg HH Size</b>	1.95

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	29.23%
<b>% Families w/ 1 Worker</b>	33.75%
<b>% Families w/ 2 Workers</b>	32.58%
<b>% Families w/ 3+ Workers</b>	4.44%

**Current Year Housing Units**  
*Year Structure Built*

<b>% 1999 - Current Year</b>	13.02%
<b>% 1990 - 1998</b>	11.58%
<b>% 1980 - 1989</b>	23.26%
<b>% 1970 - 1979</b>	30.64%
<b>% Before 1970</b>	21.50%
<b>% Owner Occupied</b>	74.41%
<b>Avg Home Value</b>	\$545,702

**2000 Population - Speaks at Home**  
*Persons 5+ years*

<b>% English</b>	85.84%
<b>% Spanish</b>	8.76%
<b>% French</b>	0.70%
<b>% German</b>	0.66%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387EE Valpak of Palm Springs**  
**City/State: PALM DESERT, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	16.80%
<b>% 100,000 - \$149,999</b>	15.64%
<b>% 75,000 - 99,999</b>	10.48%
<b>% 50,000 - 74,999</b>	18.10%
<b>% 35,000 - 49,999</b>	15.16%
<b>% 25,000 - 34,999</b>	8.89%
<b>% Less Than 25,000</b>	14.93%
<b>Avg HH Income</b>	\$100,432

**Current Year Household Vehicles**

<b>% No Vehicles</b>	5.35%
<b>% 1 Vehicle</b>	39.85%
<b>% 2 Vehicles</b>	47.12%
<b>% 3 - 4 Vehicles</b>	7.57%
<b>% 5+ Vehicles</b>	0.11%

**2000 Population - Marital Status**

<b>% Married</b>	63.87%
<b>% Single/Divorced/Widowed</b>	36.13%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	3.33%
<b>% Age 25 - 34</b>	9.33%
<b>% Age 35 - 44</b>	13.04%
<b>% Age 45 - 54</b>	13.57%
<b>% Age 55 - 64</b>	21.42%
<b>% Age 65 Plus</b>	39.30%
<b>Median Age</b>	52.85

**Current Year Population - Race**

<b>% White</b>	86.86%
<b>% Black</b>	1.22%
<b>% Asian/Pacific Islander</b>	2.38%
<b>% Hispanic</b>	8.25%
<b>% Other (all others)</b>	1.29%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	36.62%
<b>% Age 25 - 54</b>	37.37%
<b>% Age 55+</b>	56.42%
<b>Median Adult Age</b>	57.99

**Current Year Population - Education**  
*Persons 25+ years*

<b>% College 4+ Years</b>	33.87%
<b>% College 1 - 3 Years</b>	39.46%
<b>% High School Graduate</b>	19.01%
<b>% Less than HS Graduate</b>	7.66%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	18.16%
<b>% Married w/Child</b>	13.65%

**Current Year Population - Occupation**  
*Persons 16+ years*

<b>% White Collar</b>	71.18%
<b>% Blue Collar</b>	10.87%

**2000 Household Size**

<b>% 1 Person HH</b>	28.26%
<b>% 2 Person HH</b>	51.45%
<b>% 3 - 4 Person HH</b>	16.50%
<b>% 5 Plus Person HH</b>	3.79%
<b>Current Year Avg HH Size</b>	2.07

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	28.77%
<b>% Families w/ 1 Worker</b>	32.78%
<b>% Families w/ 2 Workers</b>	35.66%
<b>% Families w/ 3+ Workers</b>	2.79%

**Current Year Housing Units**  
*Year Structure Built*

<b>% 1999 - Current Year</b>	21.01%
<b>% 1990 - 1998</b>	23.94%
<b>% 1980 - 1989</b>	38.61%
<b>% 1970 - 1979</b>	7.48%
<b>% Before 1970</b>	8.95%
<b>% Owner Occupied</b>	76.74%
<b>Avg Home Value</b>	\$550,964

**2000 Population - Speaks at Home**  
*Persons 5+ years*

<b>% English</b>	86.56%
<b>% Spanish</b>	8.91%
<b>% French</b>	0.87%
<b>% German</b>	0.80%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387EEF Valpak of Palm Springs**  
**City/State: LA QUINTA, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

<b>% 150,000 Plus</b>	12.32%
<b>% 100,000 - \$149,999</b>	12.10%
<b>% 75,000 - 99,999</b>	12.43%
<b>% 50,000 - 74,999</b>	22.53%
<b>% 35,000 - 49,999</b>	14.36%
<b>% 25,000 - 34,999</b>	10.54%
<b>% Less Than 25,000</b>	15.73%
<b>Avg HH Income</b>	\$89,117

<b>% No Vehicles</b>	3.42%
<b>% 1 Vehicle</b>	31.11%
<b>% 2 Vehicles</b>	51.58%
<b>% 3 - 4 Vehicles</b>	13.09%
<b>% 5+ Vehicles</b>	0.79%

<b>% Married</b>	60.40%
<b>% Single/Divorced/Widowed</b>	39.60%

<b>% Age 24 and under</b>	3.72%
<b>% Age 25 - 34</b>	16.22%
<b>% Age 35 - 44</b>	23.40%
<b>% Age 45 - 54</b>	20.49%
<b>% Age 55 - 64</b>	15.23%
<b>% Age 65 Plus</b>	20.93%
<b>Median Age</b>	34.30

<b>% White</b>	61.36%
<b>% Black</b>	1.01%
<b>% Asian/Pacific Islander</b>	1.39%
<b>% Hispanic</b>	34.40%
<b>% Other (all others)</b>	1.84%

<b>% Age 18 - 49</b>	62.21%
<b>% Age 25 - 54</b>	57.01%
<b>% Age 55+</b>	30.02%
<b>Median Adult Age</b>	43.91

<b>% College 4+ Years</b>	26.19%
<b>% College 1 - 3 Years</b>	34.82%
<b>% High School Graduate</b>	22.35%
<b>% Less than HS Graduate</b>	16.64%

<b>% Total HHs w/Child</b>	42.35%
<b>% Married w/Child</b>	32.56%

<b>% White Collar</b>	58.75%
<b>% Blue Collar</b>	15.62%

<b>% 1 Person HH</b>	18.06%
<b>% 2 Person HH</b>	36.51%
<b>% 3 - 4 Person HH</b>	29.87%
<b>% 5 Plus Person HH</b>	15.55%
<b>Current Year Avg HH Size</b>	2.82

<b>% Families w/ 0 Workers</b>	13.21%
<b>% Families w/ 1 Worker</b>	35.47%
<b>% Families w/ 2 Workers</b>	42.08%
<b>% Families w/ 3+ Workers</b>	9.24%

<b>% 1999 - Current Year</b>	46.58%
<b>% 1990 - 1998</b>	21.54%
<b>% 1980 - 1989</b>	16.20%
<b>% 1970 - 1979</b>	10.83%
<b>% Before 1970</b>	4.84%
<b>% Owner Occupied</b>	77.24%
<b>Avg Home Value</b>	\$469,276

<b>% English</b>	68.61%
<b>% Spanish</b>	28.33%
<b>% French</b>	0.09%
<b>% German</b>	0.69%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387EF Valpak of Palm Springs**  
**City/State: INDIO, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	5.46%
% 100,000 - \$149,999	10.65%
% 75,000 - 99,999	10.02%
% 50,000 - 74,999	22.30%
% 35,000 - 49,999	17.64%
% 25,000 - 34,999	11.44%
% Less Than 25,000	22.49%
<b>Avg HH Income</b>	<b>\$65,271</b>

**Current Year Household Vehicles**

% No Vehicles	7.11%
% 1 Vehicle	37.39%
% 2 Vehicles	39.48%
% 3 - 4 Vehicles	15.30%
% 5+ Vehicles	0.71%

**2000 Population - Marital Status**

% Married	54.17%
% Single/Divorced/Widowed	45.83%

**Current Year Head of Household Age**

% Age 24 and under	5.86%
% Age 25 - 34	22.58%
% Age 35 - 44	24.23%
% Age 45 - 54	16.32%
% Age 55 - 64	12.19%
% Age 65 Plus	18.81%
<b>Median Age</b>	<b>30.88</b>

**Current Year Population - Race**

% White	31.96%
% Black	1.47%
% Asian/Pacific Islander	2.25%
% Hispanic	63.44%
% Other (all others)	0.88%

**Current Year Adult Population**

% Age 18 - 49	68.27%
% Age 25 - 54	60.76%
% Age 55+	25.12%
<b>Median Adult Age</b>	<b>39.69</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	16.15%
% College 1 - 3 Years	27.19%
% High School Graduate	19.98%
% Less than HS Graduate	36.68%

**2000 HHs with Children**

% Total HHs w/Child	47.39%
% Married w/Child	33.98%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	46.75%
% Blue Collar	22.28%

**2000 Household Size**

% 1 Person HH	16.46%
% 2 Person HH	30.43%
% 3 - 4 Person HH	31.46%
% 5 Plus Person HH	21.64%
<b>Current Year Avg HH Size</b>	<b>3.15</b>

**2000 Population - Employment**

% Families w/ 0 Workers	15.56%
% Families w/ 1 Worker	30.35%
% Families w/ 2 Workers	39.25%
% Families w/ 3+ Workers	14.85%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	47.31%
% 1990 - 1998	17.49%
% 1980 - 1989	18.12%
% 1970 - 1979	9.22%
% Before 1970	7.85%
% Owner Occupied	63.52%
<b>Avg Home Value</b>	<b>\$351,853</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	36.64%
% Spanish	60.76%
% French	0.09%
% German	0.21%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387EGG Valpak of Palm Springs**  
**City/State: PALM DESERT, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	11.39%
<b>% 100,000 - \$149,999</b>	16.82%
<b>% 75,000 - 99,999</b>	12.33%
<b>% 50,000 - 74,999</b>	20.01%
<b>% 35,000 - 49,999</b>	15.52%
<b>% 25,000 - 34,999</b>	9.27%
<b>% Less Than 25,000</b>	14.66%
<b>Avg HH Income</b>	\$82,889

**Current Year Household Vehicles**

<b>% No Vehicles</b>	2.03%
<b>% 1 Vehicle</b>	40.22%
<b>% 2 Vehicles</b>	46.32%
<b>% 3 - 4 Vehicles</b>	10.89%
<b>% 5+ Vehicles</b>	0.53%

**2000 Population - Marital Status**

<b>% Married</b>	67.96%
<b>% Single/Divorced/Widowed</b>	32.04%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	3.36%
<b>% Age 25 - 34</b>	13.50%
<b>% Age 35 - 44</b>	16.90%
<b>% Age 45 - 54</b>	15.77%
<b>% Age 55 - 64</b>	13.22%
<b>% Age 65 Plus</b>	37.26%
<b>Median Age</b>	42.11

**Current Year Population - Race**

<b>% White</b>	79.33%
<b>% Black</b>	1.11%
<b>% Asian/Pacific Islander</b>	2.50%
<b>% Hispanic</b>	15.45%
<b>% Other (all others)</b>	1.62%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	48.58%
<b>% Age 25 - 54</b>	45.51%
<b>% Age 55+</b>	44.73%
<b>Median Adult Age</b>	51.06

**Current Year Population - Education**  
*Persons 25+ years*

<b>% College 4+ Years</b>	28.84%
<b>% College 1 - 3 Years</b>	37.99%
<b>% High School Graduate</b>	22.66%
<b>% Less than HS Graduate</b>	10.52%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	27.13%
<b>% Married w/Child</b>	21.89%

**Current Year Population - Occupation**  
*Persons 16+ years*

<b>% White Collar</b>	66.90%
<b>% Blue Collar</b>	13.49%

**2000 Household Size**

<b>% 1 Person HH</b>	21.13%
<b>% 2 Person HH</b>	47.95%
<b>% 3 - 4 Person HH</b>	22.14%
<b>% 5 Plus Person HH</b>	8.77%
<b>Current Year Avg HH Size</b>	2.45

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	29.40%
<b>% Families w/ 1 Worker</b>	29.32%
<b>% Families w/ 2 Workers</b>	35.18%
<b>% Families w/ 3+ Workers</b>	6.09%

**Current Year Housing Units**  
*Year Structure Built*

<b>% 1999 - Current Year</b>	48.80%
<b>% 1990 - 1998</b>	31.09%
<b>% 1980 - 1989</b>	13.15%
<b>% 1970 - 1979</b>	4.56%
<b>% Before 1970</b>	2.40%
<b>% Owner Occupied</b>	82.38%
<b>Avg Home Value</b>	\$568,396

**2000 Population - Speaks at Home**  
*Persons 5+ years*

<b>% English</b>	76.37%
<b>% Spanish</b>	17.78%
<b>% French</b>	0.58%
<b>% German</b>	1.01%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387EH**      **Valpak of Palm Springs**  
**City/State: INDIO, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	6.39%
<b>% 100,000 - \$149,999</b>	12.20%
<b>% 75,000 - 99,999</b>	13.22%
<b>% 50,000 - 74,999</b>	21.03%
<b>% 35,000 - 49,999</b>	17.98%
<b>% 25,000 - 34,999</b>	10.59%
<b>% Less Than 25,000</b>	18.60%
<b>Avg HH Income</b>	\$70,255

**Current Year Household Vehicles**

<b>% No Vehicles</b>	4.47%
<b>% 1 Vehicle</b>	35.06%
<b>% 2 Vehicles</b>	44.44%
<b>% 3 - 4 Vehicles</b>	15.00%
<b>% 5+ Vehicles</b>	1.03%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	4.88%
<b>% Age 25 - 34</b>	21.13%
<b>% Age 35 - 44</b>	23.85%
<b>% Age 45 - 54</b>	17.83%
<b>% Age 55 - 64</b>	11.32%
<b>% Age 65 Plus</b>	20.98%
<b>Median Age</b>	30.92

**2000 Population - Marital Status**

<b>% Married</b>	55.90%
<b>% Single/Divorced/Widowed</b>	44.10%

**Current Year Population - Race**

<b>% White</b>	36.13%
<b>% Black</b>	2.19%
<b>% Asian/Pacific Islander</b>	2.65%
<b>% Hispanic</b>	57.70%
<b>% Other (all others)</b>	1.33%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	68.07%
<b>% Age 25 - 54</b>	60.23%
<b>% Age 55+</b>	25.29%
<b>Median Adult Age</b>	40.42

**Current Year Population - Education**  
*Persons 25+ years*

<b>% College 4+ Years</b>	13.65%
<b>% College 1 - 3 Years</b>	31.23%
<b>% High School Graduate</b>	25.84%
<b>% Less than HS Graduate</b>	29.28%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	50.83%
<b>% Married w/Child</b>	37.24%

**Current Year Population - Occupation**  
*Persons 16+ years*

<b>% White Collar</b>	50.27%
<b>% Blue Collar</b>	21.28%

**2000 Household Size**

<b>% 1 Person HH</b>	17.02%
<b>% 2 Person HH</b>	28.35%
<b>% 3 - 4 Person HH</b>	31.63%
<b>% 5 Plus Person HH</b>	23.00%
<b>Current Year Avg HH Size</b>	3.26

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	14.35%
<b>% Families w/ 1 Worker</b>	31.37%
<b>% Families w/ 2 Workers</b>	41.04%
<b>% Families w/ 3+ Workers</b>	13.24%

**Current Year Housing Units**  
*Year Structure Built*

<b>% 1999 - Current Year</b>	42.01%
<b>% 1990 - 1998</b>	19.52%
<b>% 1980 - 1989</b>	14.95%
<b>% 1970 - 1979</b>	8.54%
<b>% Before 1970</b>	14.97%
<b>% Owner Occupied</b>	73.94%
<b>Avg Home Value</b>	\$360,548

**2000 Population - Speaks at Home**  
*Persons 5+ years*

<b>% English</b>	46.90%
<b>% Spanish</b>	50.87%
<b>% French</b>	0.17%
<b>% German</b>	0.17%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387WA Valpak of Palm Springs**  
**City/State: PALM SPRINGS, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	5.67%
% 100,000 - \$149,999	8.70%
% 75,000 - 99,999	8.49%
% 50,000 - 74,999	14.71%
% 35,000 - 49,999	14.66%
% 25,000 - 34,999	14.56%
% Less Than 25,000	33.21%
<b>Avg HH Income</b>	<b>\$56,693</b>

**Current Year Household Vehicles**

% No Vehicles	13.14%
% 1 Vehicle	50.12%
% 2 Vehicles	28.44%
% 3 - 4 Vehicles	7.16%
% 5+ Vehicles	1.14%

**2000 Population - Marital Status**

% Married	38.71%
% Single/Divorced/Widowed	61.29%

**Current Year Head of Household Age**

% Age 24 and under	4.25%
% Age 25 - 34	14.52%
% Age 35 - 44	17.22%
% Age 45 - 54	19.14%
% Age 55 - 64	17.80%
% Age 65 Plus	27.07%
<b>Median Age</b>	<b>42.43</b>

**Current Year Population - Race**

% White	69.07%
% Black	3.92%
% Asian/Pacific Islander	3.55%
% Hispanic	20.95%
% Other (all others)	2.51%

**Current Year Adult Population**

% Age 18 - 49	51.58%
% Age 25 - 54	51.43%
% Age 55+	39.77%
<b>Median Adult Age</b>	<b>49.12</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	24.92%
% College 1 - 3 Years	33.38%
% High School Graduate	20.53%
% Less than HS Graduate	21.17%

**2000 HHs with Children**

% Total HHs w/Child	21.68%
% Married w/Child	13.81%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	60.37%
% Blue Collar	14.42%

**2000 Household Size**

% 1 Person HH	40.28%
% 2 Person HH	34.70%
% 3 - 4 Person HH	17.29%
% 5 Plus Person HH	7.72%
<b>Current Year Avg HH Size</b>	<b>2.10</b>

**2000 Population - Employment**

% Families w/ 0 Workers	18.32%
% Families w/ 1 Worker	37.67%
% Families w/ 2 Workers	37.10%
% Families w/ 3+ Workers	6.92%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	10.53%
% 1990 - 1998	6.52%
% 1980 - 1989	22.88%
% 1970 - 1979	29.31%
% Before 1970	30.76%
% Owner Occupied	56.02%
<b>Avg Home Value</b>	<b>\$425,658</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	69.90%
% Spanish	22.33%
% French	0.90%
% German	0.98%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387WB Valpak of Palm Springs**  
**City/State: PALM SPRINGS, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	10.56%
% 100,000 - \$149,999	11.03%
% 75,000 - 99,999	10.28%
% 50,000 - 74,999	15.78%
% 35,000 - 49,999	14.70%
% 25,000 - 34,999	11.65%
% Less Than 25,000	26.01%
<b>Avg HH Income</b>	<b>\$77,139</b>

**Current Year Household Vehicles**

% No Vehicles	7.95%
% 1 Vehicle	52.35%
% 2 Vehicles	32.33%
% 3 - 4 Vehicles	6.78%
% 5+ Vehicles	0.60%

**Current Year Head of Household Age**

% Age 24 and under	2.06%
% Age 25 - 34	8.75%
% Age 35 - 44	12.07%
% Age 45 - 54	15.22%
% Age 55 - 64	20.01%
% Age 65 Plus	41.89%
<b>Median Age</b>	<b>55.44</b>

**2000 Population - Marital Status**

% Married	40.56%
% Single/Divorced/Widowed	59.44%

**Current Year Population - Race**

% White	85.37%
% Black	1.22%
% Asian/Pacific Islander	2.15%
% Hispanic	9.48%
% Other (all others)	1.79%

**Current Year Adult Population**

% Age 18 - 49	35.10%
% Age 25 - 54	38.50%
% Age 55+	56.84%
<b>Median Adult Age</b>	<b>58.40</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	32.81%
% College 1 - 3 Years	33.83%
% High School Graduate	22.05%
% Less than HS Graduate	11.31%

**2000 HHs with Children**

% Total HHs w/Child	10.88%
% Married w/Child	6.97%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	66.03%
% Blue Collar	11.81%

**2000 Household Size**

% 1 Person HH	45.15%
% 2 Person HH	40.32%
% 3 - 4 Person HH	11.01%
% 5 Plus Person HH	3.53%
<b>Current Year Avg HH Size</b>	<b>1.78</b>

**2000 Population - Employment**

% Families w/ 0 Workers	27.95%
% Families w/ 1 Worker	34.97%
% Families w/ 2 Workers	31.27%
% Families w/ 3+ Workers	5.81%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	8.47%
% 1990 - 1998	4.31%
% 1980 - 1989	20.57%
% 1970 - 1979	29.71%
% Before 1970	36.93%
% Owner Occupied	64.26%
<b>Avg Home Value</b>	<b>\$465,823</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	81.81%
% Spanish	9.78%
% French	1.71%
% German	1.06%

Source: Claritas, Inc. - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3387WC Valpak of Palm Springs**  
**City/State: CATHEDRAL CITY, CA**

**Next Projected Mail Date: 06/19/2008**  
**Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	3.37%
<b>% 100,000 - \$149,999</b>	7.89%
<b>% 75,000 - 99,999</b>	8.74%
<b>% 50,000 - 74,999</b>	15.92%
<b>% 35,000 - 49,999</b>	18.45%
<b>% 25,000 - 34,999</b>	14.19%
<b>% Less Than 25,000</b>	31.43%
<b>Avg HH Income</b>	\$52,437

**Current Year Household Vehicles**

<b>% No Vehicles</b>	9.29%
<b>% 1 Vehicle</b>	47.57%
<b>% 2 Vehicles</b>	32.49%
<b>% 3 - 4 Vehicles</b>	9.62%
<b>% 5+ Vehicles</b>	1.03%

**2000 Population - Marital Status**

<b>% Married</b>	44.49%
<b>% Single/Divorced/Widowed</b>	55.51%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	4.38%
<b>% Age 25 - 34</b>	16.34%
<b>% Age 35 - 44</b>	17.41%
<b>% Age 45 - 54</b>	13.68%
<b>% Age 55 - 64</b>	14.28%
<b>% Age 65 Plus</b>	33.91%
<b>Median Age</b>	35.62

**Current Year Population - Race**

<b>% White</b>	47.45%
<b>% Black</b>	1.88%
<b>% Asian/Pacific Islander</b>	3.53%
<b>% Hispanic</b>	45.99%
<b>% Other (all others)</b>	1.15%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	57.29%
<b>% Age 25 - 54</b>	51.38%
<b>% Age 55+</b>	37.01%
<b>Median Adult Age</b>	44.79

**Current Year Population - Education**  
*Persons 25+ years*

<b>% College 4+ Years</b>	15.96%
<b>% College 1 - 3 Years</b>	28.85%
<b>% High School Graduate</b>	21.89%
<b>% Less than HS Graduate</b>	33.30%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	29.78%
<b>% Married w/Child</b>	20.16%

**Current Year Population - Occupation**  
*Persons 16+ years*

<b>% White Collar</b>	42.74%
<b>% Blue Collar</b>	22.32%

**2000 Household Size**

<b>% 1 Person HH</b>	33.23%
<b>% 2 Person HH</b>	32.28%
<b>% 3 - 4 Person HH</b>	19.03%
<b>% 5 Plus Person HH</b>	15.46%
<b>Current Year Avg HH Size</b>	2.66

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	20.83%
<b>% Families w/ 1 Worker</b>	36.04%
<b>% Families w/ 2 Workers</b>	30.45%
<b>% Families w/ 3+ Workers</b>	12.68%

**Current Year Housing Units**  
*Year Structure Built*

<b>% 1999 - Current Year</b>	13.26%
<b>% 1990 - 1998</b>	7.89%
<b>% 1980 - 1989</b>	26.27%
<b>% 1970 - 1979</b>	28.83%
<b>% Before 1970</b>	23.75%
<b>% Owner Occupied</b>	59.61%
<b>Avg Home Value</b>	\$285,731

**2000 Population - Speaks at Home**  
*Persons 5+ years*

<b>% English</b>	50.64%
<b>% Spanish</b>	42.45%
<b>% French</b>	0.72%
<b>% German</b>	0.36%

Source: Claritas, Inc. - 2000 Census with current year projections