

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

**NTA®: 3349MA Valpak of Western Riverside County Next Projected Mail Date: 06/19/2008**  
**City/State: HEMET, CA Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	4.15%
% 100,000 - \$149,999	10.55%
% 75,000 - 99,999	11.17%
% 50,000 - 74,999	19.21%
% 35,000 - 49,999	15.47%
% 25,000 - 34,999	11.52%
% Less Than 25,000	27.92%
<b>Avg HH Income</b>	<b>\$58,026</b>

**Current Year Household Vehicles**

% No Vehicles	7.78%
% 1 Vehicle	35.38%
% 2 Vehicles	39.61%
% 3 - 4 Vehicles	16.62%
% 5+ Vehicles	0.62%

**2000 Population - Marital Status**

% Married	56.23%
% Single/Divorced/Widowed	43.77%

**Current Year Head of Household Age**

% Age 24 and under	4.80%
% Age 25 - 34	16.84%
% Age 35 - 44	17.46%
% Age 45 - 54	18.81%
% Age 55 - 64	14.62%
% Age 65 Plus	27.46%
<b>Median Age</b>	<b>35.09</b>

**Current Year Population - Race**

% White	74.59%
% Black	1.51%
% Asian/Pacific Islander	1.73%
% Hispanic	19.03%
% Other (all others)	3.13%

**Current Year Adult Population**

% Age 18 - 49	57.20%
% Age 25 - 54	51.46%
% Age 55+	34.76%
<b>Median Adult Age</b>	<b>45.82</b>

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

% College 4+ Years	13.59%
% College 1 - 3 Years	36.22%
% High School Graduate	28.81%
% Less than HS Graduate	21.38%

**2000 HHs with Children**

% Total HHs w/Child	38.79%
% Married w/Child	27.57%

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

% White Collar	53.88%
% Blue Collar	27.39%

**2000 Household Size**

% 1 Person HH	21.50%
% 2 Person HH	34.96%
% 3 - 4 Person HH	29.08%
% 5 Plus Person HH	14.46%
<b>Current Year Avg HH Size</b>	<b>2.75</b>

**2000 Population - Employment**

% Families w/ 0 Workers	21.37%
% Families w/ 1 Worker	32.23%
% Families w/ 2 Workers	38.16%
% Families w/ 3+ Workers	8.24%

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

% 1999 - Current Year	16.26%
% 1990 - 1998	9.17%
% 1980 - 1989	22.88%
% 1970 - 1979	24.60%
% Before 1970	27.09%
% Owner Occupied	73.06%
<b>Avg Home Value</b>	<b>\$309,686</b>

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

% English	84.16%
% Spanish	12.95%
% French	0.22%
% German	0.35%

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

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

**NTA®: 3349MB Valpak of Western Riverside County Next Projected Mail Date: 06/19/2008**  
**City/State: HEMET, CA Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	1.46%
<b>% 100,000 - \$149,999</b>	5.54%
<b>% 75,000 - 99,999</b>	8.78%
<b>% 50,000 - 74,999</b>	16.53%
<b>% 35,000 - 49,999</b>	18.28%
<b>% 25,000 - 34,999</b>	16.03%
<b>% Less Than 25,000</b>	33.39%
<b>Avg HH Income</b>	\$45,341

**Current Year Household Vehicles**

<b>% No Vehicles</b>	8.37%
<b>% 1 Vehicle</b>	49.28%
<b>% 2 Vehicles</b>	33.58%
<b>% 3 - 4 Vehicles</b>	8.39%
<b>% 5+ Vehicles</b>	0.39%

**2000 Population - Marital Status**

<b>% Married</b>	54.62%
<b>% Single/Divorced/Widowed</b>	45.38%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	5.09%
<b>% Age 25 - 34</b>	15.26%
<b>% Age 35 - 44</b>	14.97%
<b>% Age 45 - 54</b>	11.98%
<b>% Age 55 - 64</b>	9.69%
<b>% Age 65 Plus</b>	43.01%
<b>Median Age</b>	40.54

**Current Year Population - Race**

<b>% White</b>	73.20%
<b>% Black</b>	2.31%
<b>% Asian/Pacific Islander</b>	1.76%
<b>% Hispanic</b>	20.18%
<b>% Other (all others)</b>	2.55%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	47.67%
<b>% Age 25 - 54</b>	43.30%
<b>% Age 55+</b>	46.91%
<b>Median Adult Age</b>	52.15

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

<b>% College 4+ Years</b>	12.58%
<b>% College 1 - 3 Years</b>	33.75%
<b>% High School Graduate</b>	30.48%
<b>% Less than HS Graduate</b>	23.20%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	27.34%
<b>% Married w/Child</b>	17.37%

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

<b>% White Collar</b>	49.26%
<b>% Blue Collar</b>	28.42%

**2000 Household Size**

<b>% 1 Person HH</b>	30.41%
<b>% 2 Person HH</b>	39.34%
<b>% 3 - 4 Person HH</b>	21.38%
<b>% 5 Plus Person HH</b>	8.87%
<b>Current Year Avg HH Size</b>	2.36

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	35.48%
<b>% Families w/ 1 Worker</b>	31.59%
<b>% Families w/ 2 Workers</b>	27.39%
<b>% Families w/ 3+ Workers</b>	5.54%

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

<b>% 1999 - Current Year</b>	18.93%
<b>% 1990 - 1998</b>	15.38%
<b>% 1980 - 1989</b>	21.73%
<b>% 1970 - 1979</b>	26.44%
<b>% Before 1970</b>	17.51%
<b>% Owner Occupied</b>	70.70%
<b>Avg Home Value</b>	\$239,982

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

<b>% English</b>	81.19%
<b>% Spanish</b>	15.65%
<b>% French</b>	0.39%
<b>% German</b>	0.34%

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

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

**NTA®: 3349MC Valpak of Western Riverside County Next Projected Mail Date: 06/19/2008**  
**City/State: MENIFEE, CA Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	2.83%
<b>% 100,000 - \$149,999</b>	9.38%
<b>% 75,000 - 99,999</b>	14.12%
<b>% 50,000 - 74,999</b>	21.99%
<b>% 35,000 - 49,999</b>	17.95%
<b>% 25,000 - 34,999</b>	12.15%
<b>% Less Than 25,000</b>	21.57%
<b>Avg HH Income</b>	\$57,581

**Current Year Household Vehicles**

<b>% No Vehicles</b>	4.55%
<b>% 1 Vehicle</b>	40.80%
<b>% 2 Vehicles</b>	39.26%
<b>% 3 - 4 Vehicles</b>	14.22%
<b>% 5+ Vehicles</b>	1.17%

**2000 Population - Marital Status**

<b>% Married</b>	60.81%
<b>% Single/Divorced/Widowed</b>	39.19%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	3.47%
<b>% Age 25 - 34</b>	13.42%
<b>% Age 35 - 44</b>	19.20%
<b>% Age 45 - 54</b>	17.68%
<b>% Age 55 - 64</b>	11.35%
<b>% Age 65 Plus</b>	34.88%
<b>Median Age</b>	37.57

**Current Year Population - Race**

<b>% White</b>	72.92%
<b>% Black</b>	2.46%
<b>% Asian/Pacific Islander</b>	2.54%
<b>% Hispanic</b>	19.63%
<b>% Other (all others)</b>	2.46%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	54.93%
<b>% Age 25 - 54</b>	49.76%
<b>% Age 55+</b>	38.06%
<b>Median Adult Age</b>	47.30

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

<b>% College 4+ Years</b>	15.73%
<b>% College 1 - 3 Years</b>	35.78%
<b>% High School Graduate</b>	27.96%
<b>% Less than HS Graduate</b>	20.53%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	33.23%
<b>% Married w/Child</b>	25.71%

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

<b>% White Collar</b>	58.54%
<b>% Blue Collar</b>	25.62%

**2000 Household Size**

<b>% 1 Person HH</b>	24.50%
<b>% 2 Person HH</b>	38.93%
<b>% 3 - 4 Person HH</b>	23.81%
<b>% 5 Plus Person HH</b>	12.77%
<b>Current Year Avg HH Size</b>	2.75

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	29.40%
<b>% Families w/ 1 Worker</b>	30.83%
<b>% Families w/ 2 Workers</b>	32.89%
<b>% Families w/ 3+ Workers</b>	6.87%

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

<b>% 1999 - Current Year</b>	36.64%
<b>% 1990 - 1998</b>	23.47%
<b>% 1980 - 1989</b>	25.10%
<b>% 1970 - 1979</b>	8.56%
<b>% Before 1970</b>	6.22%
<b>% Owner Occupied</b>	81.72%
<b>Avg Home Value</b>	\$362,623

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

<b>% English</b>	81.07%
<b>% Spanish</b>	16.14%
<b>% French</b>	0.26%
<b>% German</b>	0.31%

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

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

**NTA®: 3349MF Valpak of Western Riverside County Next Projected Mail Date: 06/19/2008**  
**City/State: PERRIS, CA Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	1.51%
% 100,000 - \$149,999	8.09%
% 75,000 - 99,999	9.58%
% 50,000 - 74,999	20.57%
% 35,000 - 49,999	18.65%
% 25,000 - 34,999	13.33%
% Less Than 25,000	28.26%
<b>Avg HH Income</b>	\$50,023

**Current Year Household Vehicles**

% No Vehicles	7.82%
% 1 Vehicle	34.37%
% 2 Vehicles	38.43%
% 3 - 4 Vehicles	18.42%
% 5+ Vehicles	0.95%

**2000 Population - Marital Status**

% Married	50.50%
% Single/Divorced/Widowed	49.50%

**Current Year Head of Household Age**

% Age 24 and under	5.47%
% Age 25 - 34	24.53%
% Age 35 - 44	27.56%
% Age 45 - 54	20.46%
% Age 55 - 64	10.89%
% Age 65 Plus	11.08%
<b>Median Age</b>	27.84

**Current Year Population - Race**

% White	24.71%
% Black	16.48%
% Asian/Pacific Islander	3.38%
% Hispanic	52.91%
% Other (all others)	2.52%

**Current Year Adult Population**

% Age 18 - 49	74.47%
% Age 25 - 54	65.62%
% Age 55+	18.12%
<b>Median Adult Age</b>	38.43

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

% College 4+ Years	6.72%
% College 1 - 3 Years	29.33%
% High School Graduate	26.56%
% Less than HS Graduate	37.38%

**2000 HHs with Children**

% Total HHs w/Child	61.74%
% Married w/Child	42.83%

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

% White Collar	44.40%
% Blue Collar	38.00%

**2000 Household Size**

% 1 Person HH	11.93%
% 2 Person HH	21.09%
% 3 - 4 Person HH	36.10%
% 5 Plus Person HH	30.87%
<b>Current Year Avg HH Size</b>	3.78

**2000 Population - Employment**

% Families w/ 0 Workers	12.34%
% Families w/ 1 Worker	39.41%
% Families w/ 2 Workers	36.21%
% Families w/ 3+ Workers	12.04%

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

% 1999 - Current Year	25.77%
% 1990 - 1998	25.33%
% 1980 - 1989	26.13%
% 1970 - 1979	12.73%
% Before 1970	10.04%
% Owner Occupied	70.72%
<b>Avg Home Value</b>	\$268,677

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

% English	53.07%
% Spanish	44.07%
% French	0.09%
% German	0.20%

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

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

**NTA®: 3349MH Valpak of Western Riverside County Next Projected Mail Date: 06/19/2008**  
**City/State: BANNING, CA Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	3.46%
<b>% 100,000 - \$149,999</b>	8.29%
<b>% 75,000 - 99,999</b>	11.17%
<b>% 50,000 - 74,999</b>	18.99%
<b>% 35,000 - 49,999</b>	14.98%
<b>% 25,000 - 34,999</b>	14.34%
<b>% Less Than 25,000</b>	28.77%
<b>Avg HH Income</b>	\$54,916

**Current Year Household Vehicles**

<b>% No Vehicles</b>	6.65%
<b>% 1 Vehicle</b>	45.47%
<b>% 2 Vehicles</b>	35.42%
<b>% 3 - 4 Vehicles</b>	11.24%
<b>% 5+ Vehicles</b>	1.21%

**2000 Population - Marital Status**

<b>% Married</b>	57.40%
<b>% Single/Divorced/Widowed</b>	42.60%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	4.57%
<b>% Age 25 - 34</b>	14.05%
<b>% Age 35 - 44</b>	13.91%
<b>% Age 45 - 54</b>	14.90%
<b>% Age 55 - 64</b>	13.61%
<b>% Age 65 Plus</b>	38.96%
<b>Median Age</b>	40.17

**Current Year Population - Race**

<b>% White</b>	68.19%
<b>% Black</b>	3.42%
<b>% Asian/Pacific Islander</b>	2.32%
<b>% Hispanic</b>	23.28%
<b>% Other (all others)</b>	2.78%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	49.17%
<b>% Age 25 - 54</b>	44.65%
<b>% Age 55+</b>	44.09%
<b>Median Adult Age</b>	50.61

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

<b>% College 4+ Years</b>	14.02%
<b>% College 1 - 3 Years</b>	34.03%
<b>% High School Graduate</b>	30.60%
<b>% Less than HS Graduate</b>	21.36%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	28.18%
<b>% Married w/Child</b>	18.59%

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

<b>% White Collar</b>	55.58%
<b>% Blue Collar</b>	24.91%

**2000 Household Size**

<b>% 1 Person HH</b>	26.19%
<b>% 2 Person HH</b>	41.32%
<b>% 3 - 4 Person HH</b>	21.91%
<b>% 5 Plus Person HH</b>	10.58%
<b>Current Year Avg HH Size</b>	2.50

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	31.27%
<b>% Families w/ 1 Worker</b>	31.48%
<b>% Families w/ 2 Workers</b>	29.37%
<b>% Families w/ 3+ Workers</b>	7.88%

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

<b>% 1999 - Current Year</b>	31.91%
<b>% 1990 - 1998</b>	13.78%
<b>% 1980 - 1989</b>	17.15%
<b>% 1970 - 1979</b>	11.62%
<b>% Before 1970</b>	25.54%
<b>% Owner Occupied</b>	73.58%
<b>Avg Home Value</b>	\$318,630

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

<b>% English</b>	79.23%
<b>% Spanish</b>	16.77%
<b>% French</b>	0.21%
<b>% German</b>	0.80%

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

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

**NTA®: 3349MI**      **Valpak of Western Riverside County**      **Next Projected Mail Date: 06/19/2008**  
**City/State: HEMET, CA**      **Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	2.10%
<b>% 100,000 - \$149,999</b>	6.22%
<b>% 75,000 - 99,999</b>	8.87%
<b>% 50,000 - 74,999</b>	15.98%
<b>% 35,000 - 49,999</b>	16.95%
<b>% 25,000 - 34,999</b>	13.86%
<b>% Less Than 25,000</b>	36.02%
<b>Avg HH Income</b>	\$46,310

**Current Year Household Vehicles**

<b>% No Vehicles</b>	10.30%
<b>% 1 Vehicle</b>	52.67%
<b>% 2 Vehicles</b>	28.06%
<b>% 3 - 4 Vehicles</b>	8.13%
<b>% 5+ Vehicles</b>	0.84%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	3.55%
<b>% Age 25 - 34</b>	13.03%
<b>% Age 35 - 44</b>	13.84%
<b>% Age 45 - 54</b>	12.20%
<b>% Age 55 - 64</b>	10.48%
<b>% Age 65 Plus</b>	46.90%
<b>Median Age</b>	41.68

**2000 Population - Marital Status**

<b>% Married</b>	53.56%
<b>% Single/Divorced/Widowed</b>	46.44%

**Current Year Population - Race**

<b>% White</b>	72.69%
<b>% Black</b>	2.67%
<b>% Asian/Pacific Islander</b>	1.22%
<b>% Hispanic</b>	20.57%
<b>% Other (all others)</b>	2.84%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	46.66%
<b>% Age 25 - 54</b>	42.14%
<b>% Age 55+</b>	47.57%
<b>Median Adult Age</b>	52.89

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

<b>% College 4+ Years</b>	9.81%
<b>% College 1 - 3 Years</b>	33.33%
<b>% High School Graduate</b>	31.21%
<b>% Less than HS Graduate</b>	25.65%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	23.39%
<b>% Married w/Child</b>	15.48%

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

<b>% White Collar</b>	49.43%
<b>% Blue Collar</b>	26.46%

**2000 Household Size**

<b>% 1 Person HH</b>	34.62%
<b>% 2 Person HH</b>	38.22%
<b>% 3 - 4 Person HH</b>	17.98%
<b>% 5 Plus Person HH</b>	9.17%
<b>Current Year Avg HH Size</b>	2.34

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	36.62%
<b>% Families w/ 1 Worker</b>	29.84%
<b>% Families w/ 2 Workers</b>	27.68%
<b>% Families w/ 3+ Workers</b>	5.86%

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

<b>% 1999 - Current Year</b>	17.81%
<b>% 1990 - 1998</b>	16.83%
<b>% 1980 - 1989</b>	30.40%
<b>% 1970 - 1979</b>	24.35%
<b>% Before 1970</b>	10.61%
<b>% Owner Occupied</b>	74.31%
<b>Avg Home Value</b>	\$199,343

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

<b>% English</b>	78.66%
<b>% Spanish</b>	17.96%
<b>% French</b>	0.45%
<b>% German</b>	0.49%

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

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

**NTA®: 3349MJ Valpak of Western Riverside County Next Projected Mail Date: 06/19/2008**  
**City/State: TEMECULA, CA Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	10.98%
<b>% 100,000 - \$149,999</b>	23.11%
<b>% 75,000 - 99,999</b>	18.49%
<b>% 50,000 - 74,999</b>	22.22%
<b>% 35,000 - 49,999</b>	10.68%
<b>% 25,000 - 34,999</b>	5.13%
<b>% Less Than 25,000</b>	9.37%
<b>Avg HH Income</b>	\$91,401

**Current Year Household Vehicles**

<b>% No Vehicles</b>	2.83%
<b>% 1 Vehicle</b>	24.10%
<b>% 2 Vehicles</b>	52.03%
<b>% 3 - 4 Vehicles</b>	19.52%
<b>% 5+ Vehicles</b>	1.52%

**2000 Population - Marital Status**

<b>% Married</b>	64.85%
<b>% Single/Divorced/Widowed</b>	35.15%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	4.19%
<b>% Age 25 - 34</b>	18.66%
<b>% Age 35 - 44</b>	27.65%
<b>% Age 45 - 54</b>	25.84%
<b>% Age 55 - 64</b>	12.47%
<b>% Age 65 Plus</b>	11.19%
<b>Median Age</b>	31.42

**Current Year Population - Race**

<b>% White</b>	69.82%
<b>% Black</b>	4.59%
<b>% Asian/Pacific Islander</b>	7.00%
<b>% Hispanic</b>	15.56%
<b>% Other (all others)</b>	3.03%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	70.42%
<b>% Age 25 - 54</b>	64.72%
<b>% Age 55+</b>	20.29%
<b>Median Adult Age</b>	41.57

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

<b>% College 4+ Years</b>	25.39%
<b>% College 1 - 3 Years</b>	44.24%
<b>% High School Graduate</b>	21.11%
<b>% Less than HS Graduate</b>	9.25%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	54.12%
<b>% Married w/Child</b>	44.80%

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

<b>% White Collar</b>	65.78%
<b>% Blue Collar</b>	19.63%

**2000 Household Size**

<b>% 1 Person HH</b>	12.90%
<b>% 2 Person HH</b>	28.46%
<b>% 3 - 4 Person HH</b>	41.24%
<b>% 5 Plus Person HH</b>	17.41%
<b>Current Year Avg HH Size</b>	3.19

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	8.74%
<b>% Families w/ 1 Worker</b>	31.35%
<b>% Families w/ 2 Workers</b>	48.91%
<b>% Families w/ 3+ Workers</b>	11.00%

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

<b>% 1999 - Current Year</b>	37.54%
<b>% 1990 - 1998</b>	31.76%
<b>% 1980 - 1989</b>	23.33%
<b>% 1970 - 1979</b>	6.03%
<b>% Before 1970</b>	1.34%
<b>% Owner Occupied</b>	78.41%
<b>Avg Home Value</b>	\$586,000

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

<b>% English</b>	81.35%
<b>% Spanish</b>	11.66%
<b>% French</b>	0.37%
<b>% German</b>	0.64%

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

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

**NTA®: 3349MK Valpak of Western Riverside County Next Projected Mail Date: 06/19/2008**  
**City/State: MURRIETA, CA Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	7.77%
% 100,000 - \$149,999	19.58%
% 75,000 - 99,999	17.03%
% 50,000 - 74,999	23.73%
% 35,000 - 49,999	13.68%
% 25,000 - 34,999	6.90%
% Less Than 25,000	11.32%
<b>Avg HH Income</b>	\$81,779

**Current Year Household Vehicles**

% No Vehicles	3.04%
% 1 Vehicle	26.37%
% 2 Vehicles	49.23%
% 3 - 4 Vehicles	19.86%
% 5+ Vehicles	1.50%

**2000 Population - Marital Status**

% Married	64.62%
% Single/Divorced/Widowed	35.38%

**Current Year Head of Household Age**

% Age 24 and under	5.11%
% Age 25 - 34	16.06%
% Age 35 - 44	25.59%
% Age 45 - 54	24.84%
% Age 55 - 64	10.95%
% Age 65 Plus	17.44%
<b>Median Age</b>	32.27

**Current Year Population - Race**

% White	71.68%
% Black	3.98%
% Asian/Pacific Islander	5.21%
% Hispanic	16.22%
% Other (all others)	2.91%

**Current Year Adult Population**

% Age 18 - 49	66.82%
% Age 25 - 54	61.24%
% Age 55+	24.24%
<b>Median Adult Age</b>	43.13

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

% College 4+ Years	22.19%
% College 1 - 3 Years	43.27%
% High School Graduate	24.14%
% Less than HS Graduate	10.41%

**2000 HHs with Children**

% Total HHs w/Child	50.09%
% Married w/Child	41.17%

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

% White Collar	64.67%
% Blue Collar	21.69%

**2000 Household Size**

% 1 Person HH	14.20%
% 2 Person HH	30.82%
% 3 - 4 Person HH	37.68%
% 5 Plus Person HH	17.30%
<b>Current Year Avg HH Size</b>	3.08

**2000 Population - Employment**

% Families w/ 0 Workers	13.58%
% Families w/ 1 Worker	29.59%
% Families w/ 2 Workers	45.08%
% Families w/ 3+ Workers	11.75%

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

% 1999 - Current Year	44.72%
% 1990 - 1998	26.99%
% 1980 - 1989	25.75%
% 1970 - 1979	1.73%
% Before 1970	0.80%
% Owner Occupied	78.03%
<b>Avg Home Value</b>	\$559,155

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

% English	85.00%
% Spanish	10.05%
% French	0.26%
% German	0.51%

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

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

**NTA®: 3349ML Valpak of Western Riverside County Next Projected Mail Date: 06/19/2008**  
**City/State: LAKE ELSINORE, CA Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	9.57%
% 100,000 - \$149,999	19.99%
% 75,000 - 99,999	17.04%
% 50,000 - 74,999	21.06%
% 35,000 - 49,999	10.94%
% 25,000 - 34,999	7.36%
% Less Than 25,000	14.04%
<b>Avg HH Income</b>	<b>\$85,011</b>

**Current Year Household Vehicles**

% No Vehicles	3.68%
% 1 Vehicle	23.45%
% 2 Vehicles	46.08%
% 3 - 4 Vehicles	24.84%
% 5+ Vehicles	1.95%

**2000 Population - Marital Status**

% Married	62.86%
% Single/Divorced/Widowed	37.14%

**Current Year Head of Household Age**

% Age 24 and under	3.69%
% Age 25 - 34	17.31%
% Age 35 - 44	25.56%
% Age 45 - 54	24.79%
% Age 55 - 64	13.80%
% Age 65 Plus	14.84%
<b>Median Age</b>	<b>32.32</b>

**Current Year Population - Race**

% White	64.60%
% Black	5.27%
% Asian/Pacific Islander	3.50%
% Hispanic	23.42%
% Other (all others)	3.20%

**Current Year Adult Population**

% Age 18 - 49	67.11%
% Age 25 - 54	62.03%
% Age 55+	23.61%
<b>Median Adult Age</b>	<b>42.69</b>

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

% College 4+ Years	14.80%
% College 1 - 3 Years	42.92%
% High School Graduate	26.00%
% Less than HS Graduate	16.28%

**2000 HHs with Children**

% Total HHs w/Child	48.12%
% Married w/Child	39.13%

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

% White Collar	62.01%
% Blue Collar	24.66%

**2000 Household Size**

% 1 Person HH	12.51%
% 2 Person HH	32.32%
% 3 - 4 Person HH	36.88%
% 5 Plus Person HH	18.28%
<b>Current Year Avg HH Size</b>	<b>3.22</b>

**2000 Population - Employment**

% Families w/ 0 Workers	13.49%
% Families w/ 1 Worker	31.58%
% Families w/ 2 Workers	42.95%
% Families w/ 3+ Workers	11.97%

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

% 1999 - Current Year	30.77%
% 1990 - 1998	26.00%
% 1980 - 1989	28.13%
% 1970 - 1979	10.34%
% Before 1970	4.77%
% Owner Occupied	83.89%
<b>Avg Home Value</b>	<b>\$509,481</b>

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

% English	82.91%
% Spanish	13.92%
% French	0.48%
% German	0.41%

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