

<Convergence List Series >

Convergence IT Professionals

Count 114,738 records; 83,345 male, 12,220 female, 19,173 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of IT (information technology) professionals at their residential addresses. These buyers have purchased high-end programming tools for C/C++ and Java, server hardware and software including web servers, proxy servers, e-mail servers, database servers, and e-commerce servers. They are direct response buyers of sophisticated computer, communications, and other Internet-based products and services. At work, they have titles like software architect, database manager, e-commerce manager, network engineer, software test engineer, etc. These busy, tech-minded individuals have purchased via direct response display advertising, direct mail, and Internet e-commerce. Convergence IT Professionals are the architects of the new economy, e-commerce leaders by day and affluent, connected consumers by night.

List Applications – Technology IT recruitment, computer, Internet, and communications trade publications and related web sites, Linux OS tools, desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services.

List Applications – Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Luxury vehicles, boats and aircraft, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$125/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$12,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 5,000 new records per month.

Contact Suzanne M. Blake, List Manager, Convergence List Series/Revolution Software Inc., Toll-Free 888.738.5478 x110 E-Mail convergence@revmail.net

**Convergence List Series — Revolution Software Inc. ■ 20808 West Dixie Highway ■ Miami, Florida 33180-1147
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<Convergence List Series >

Convergence Accounting, Tax, And Investment Advisors

Count 588,252 records; 316,611 male, 213,174 female, 58,467 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of Certified Public Accountants (CPAs), accountants, tax attorneys, tax preparers, and securities brokers. This highly educated, highly mobile audience serves their investment and tax clients by staying up-to-date on advances in investments and tax laws. They often work with business owners and individuals to develop and execute financial plans. These busy, financially-savvy professionals have purchased via direct response display advertising, direct mail, and Internet e-commerce. Accounting, tax and investment advisors are the lifeblood of the new economy, mobile knowledge workers by day and affluent consumer by night.

List Applications – Financial Recruitment, tax and investment publications, brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Technology Desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services.

List Applications – Health and Education Investment seminars, tax seminars, conventions, continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Luxury vehicles and boats, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$125/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$63,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

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<Convergence List Series >

Convergence Engineering Design And Architectural Professionals

Count 343,626 records; 277,026 male, 23,450 female, 43,150 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of engineering and architectural professionals at their residential addresses. These highly mobile buyers have purchased computer hardware and software and services to support their efforts in the design, redesign, and analysis of engineering projects. Engineers and architects are avid users of spreadsheets, CAD (computer-aided design) software, proprietary modeling software, and project management software. These busy design professionals have purchased via direct response display advertising, direct mail, and Internet e-commerce. Engineers and architects are designing products and facilities central to the new economy, design visionaries by day and affluent consumers by night.

List Applications – Technology Recruitment, trade publications and related web sites, desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services.

List Applications – Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Health and Education MBA programs, continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Luxury vehicles, boats and aircraft, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, computer gaming consoles and software, music creation, recording, and editing tools and software, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$125/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$37,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

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<Convergence List Series >

Convergence Physicians Plus

Count 252,811 records; 138,325 male, 71,663 female, 42,823 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of physicians, dentists, pharmacists, psychologists, psychiatrists, chiropractors and other top-level medical professionals. They have typically invested 5 – 10 years and \$100,000 - \$200,000 on their medical education. Their perseverance has rewarded them with exceptional incomes in the \$100,000 - \$300,000 range. They work long days and irregular schedules yet must squeeze in time for family, exercise, and continuing education. These busy, career-minded individuals have purchased via direct response display advertising, direct mail, and Internet e-commerce. These physicians are the elite of our healthcare system, medical knowledge worker by day and affluent consumer by night.

List Applications – Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including malpractice, life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Technology Desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services.

List Applications – Health and Education Medical supply catalogs including their online versions, medical journals and text books, continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Luxury vehicles, boats, aircraft, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$125/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$27,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

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Update Frequency Monthly on the last business day of the month; approx. 35,000 new records per month.

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Convergence Home-Office Professionals Boxed-Set

Count 1,299,429 records; 815,307 male, 320,507 female, 163,613 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of direct response buyers of computer, communications, and other Internet-based products and services. These prosperous home-office professionals are from the fields of computing/information technology, finance, accounting, taxation, law, engineering, architecture, medicine, and other health-related fields. These busy, career-minded individuals have purchased via direct response display advertising, direct mail, and Internet e-commerce. Home-office Professionals are the lifeblood of the new economy, knowledge worker by day and affluent consumer by night.

List Applications — Technology Desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services.

List Applications — Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications — Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications — Lifestyle Luxury vehicles and boats, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$125/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$138,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

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<Convergence List Series >

Convergence Nurses

Count 953,061 records; 87,719 male, 757,726 female, 107,616 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of registered nurses and a smaller quantity of dental technicians and hygienists. This educated, largely female audience works long hours and irregular schedules. They juggle a challenging career with family and community responsibilities. Nurses man the front lines of our healthcare system, applying equal parts compassion and technology. Their modest incomes and harried schedules make them discerning value shoppers. They are great fans of traditional catalogs and online catalogs. These dedicated care givers have purchased via direct response display advertising, direct mail, and Internet e-commerce.

List Applications – Lifestyle Household, apparel, children's and gift catalogs including their online counterparts, budget vacations, sports and outdoor equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Applications – Technology Home computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), personal web hosting including photo-sharing sites, instant messaging, digital cameras and camcorders, gaming consoles and accessories.

List Applications – Financial Pre-paid tuition programs, brokerage firms, mutual funds, online research, online financial data and news, investment newsletters, online banks, insurance including malpractice, life, health, auto, home, and personal umbrella liability policies, retirement planning services, financial and tax software and services, automobile leasing, mortgages, credit cards, affinity cards, and smart cards.

List Applications – Health and Education Nursing recruitment, nursing journals and newsletters, nursing apparel catalogs, continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Rental Fee \$75/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$61,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

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Convergence Christian Donors

Count 565,001 records; 63,316 male, 459,247 female, 42,438 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of recent, high-dollar direct response donors to Christian charities and Christian political causes. Through their generous donations, this largely female audience has supported homeless shelters, senior care facilities, 'meals on wheels' programs, religious-affiliated hospitals, substance abuse clinics, outpatient AIDs facilities, orphanages, home schooling organizations, overseas famine and disaster relief efforts, and pro-life and pro-family political causes. These affluent social conservatives have remained faithful to their long-held, core beliefs by opening their checkbooks to support the less fortunate among us.

List Applications – Fundraising Conservative and religious social and political causes including churches, philanthropies, relief organizations, Christian political action committees (PACs), conservative candidates for public office, and non-profit organizations.

List Applications – Financial Philanthropic estate planning, brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Health and Education Religious books, tapes, and other educational materials, continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Religious pilgrimages and travel, Christian seminars and conferences, vehicles and boats, vacations, apparel and accessories, camping and other outdoor equipment, religious and political publications, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$50/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$24,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

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<Convergence List Series >

Convergence Windows XP-Ready PC Owners

Count 5,137,940 records; 2,081,773 male, 1,902,654 female, 1,153,513 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of direct response buyers of computer, communications, and other Internet-based products and services for the Microsoft Windows 95, 98, and Millenium (ME) environments. In the past three years, these legacy PC owners have demonstrated their commitment to the personal computing lifestyle by purchasing productivity software, personal finance/investment software and services, desktop and web publishing products and services, digital media software, educational and self-improvement software, and gaming software. Their average investment in personal computing exceeds \$2000.

List Applications – Technology Upgrades to Microsoft Windows XP Home Edition or Windows XP Professional, hard drive upgrades, memory upgrades, CD-R drives, portable MP3 players, digital still and video cameras, photo-quality printers and supplies, home networking equipment, desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting and photo sharing sites, online shopping, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services.

List Applications – Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Luxury vehicles and boats, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$65/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$284,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 75,000 new records per month.

Contact Suzanne M. Blake, List Manager, Convergence List Series/Revolution Software Inc., Toll-Free 888.738.5478 x110 E-Mail convergence@revmail.net

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<Convergence List Series >

Convergence Windows XP-Ready PC Owners Canada

Count 659,487 records; 302,439 male, 39,610 female 317,438 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of Canadian direct response buyers of computer, communications, and other Internet-based products and services for the Microsoft Windows 95, 98, and Millenium (ME) environments. In the past three years, these legacy PC owners have demonstrated their commitment to the personal computing lifestyle by purchasing productivity software, personal finance/investment software and services, desktop and web publishing products and services, digital media software, educational and self-improvement software, and gaming software. Their average investment in personal computing exceeds \$2000.

List Applications — Technology Upgrades to Microsoft Windows XP Home Edition or Windows XP Professional, hard drive upgrades, memory upgrades, CD-R drives, portable MP3 players, digital still and video cameras, photo-quality printers and supplies, home networking equipment, desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting and photo sharing sites, online shopping, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services.

List Applications — Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications — Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications — Lifestyle Luxury vehicles and boats, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$65/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$36,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include Province, Postal Code, and FSA (Forward Sortation Area); no charge.

Free Demographic Selects Free gender select.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference PS Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 75,000 new records per month.

Contact Suzanne M. Blake, List Manager, Convergence List Series/Revolution Software Inc., Toll-Free 888.738.5478 x110 E-Mail convergence@revmail.net

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<Convergence List Series >

Convergence Mobile Computing Warriors

Count 751,076 records; 649,969 male, 38,034 female, 63,073 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of direct response buyers of computer, communications, and other Internet-based products and services in the mobile computing market. These tech-savvy executives and professionals are from the fields of sales, marketing, field service, appraisal, real estate, computing/information technology, finance, accounting, taxation, law, engineering, architecture, medicine, and other health-related fields. These busy, career-minded individuals have purchased via direct response display advertising, direct mail, and Internet e-commerce. Convergence Mobile Computing Warriors are the trend setters of the new economy, mobile magicians by day and affluent consumers by night. The market for mobile computing and communications is the fastest growing in information technology.

List Applications – Technology Wireless modems and Internet services, cellular/PCS phones, desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), tablet PCs and Web pads, personal web hosting, ASPs (application service providers), instant messaging, presentation graphics software, SFA (sales force automation) software, CRM (customer relationship management) software and web services, digital radio services, digital multimedia hardware, software, and services.

List Applications – Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Airline, hotel, and rental car offers, luggage, briefcases, and travel accessories, luxury vehicles and boats, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$150/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$96,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 35,000 new records per month.

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<Convergence List Series >

Convergence Broadband-Ready Residences

Count 6,389,015 records; 2,634,449 male, 2,611,238 female, 1,143,328 unknown gender; 100% 3-line residential addresses; this list consists of one record per residence.

Buyer Profile This multi-sourced list consists of direct response buyers of computer, communications, and other Internet-based products and services. These information technology-savvy buyers have purchased via direct response display advertising, direct mail, and Internet e-commerce. These enthusiasts are typically on their 3rd or 4th generation personal computer and more than likely employ a wired or wireless home networking scheme. Their requirement for DSL (digital subscriber line), cable, or satellite-based broadband is often fueled by their after hours and weekend business activities. They also require broadband to satisfy their thirst for digital media including videoconferencing, digital photography, personal web publishing, streaming audio and video, personal webcams, and music downloading.

List Applications – Technology Desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services, gaming consoles and accessories.

List Applications – Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Luxury vehicles and boats, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$85/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$462,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 150,000 new records per month.

Contact Suzanne M. Blake, List Manager, Convergence List Series/Revolution Software Inc., Toll-Free 888.738.5478 x110 E-Mail convergence@revmail.net

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<Convergence List Series >

Convergence Personal Communications Buyers

Count 529,692 records; 411,513 male, 77,398 female, 40,781 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of direct response buyers voice and wireless communications products. They have purchased cell and PCS phones, alphanumeric and two-way pagers, wireless e-mail devices, PDAs (personal digital assistants, Palm OS and Microsoft Pocket PC), and wireless modems and connectivity solutions for their PDAs. These communications junkies are from the fields of sales, marketing, field service, construction, general contracting, appraisal, real estate, computing/information technology, finance, accounting, taxation, law, engineering, architecture, medicine, and other health-related fields. These modern communicators have purchased via direct response display advertising, direct mail, and Internet e-commerce. Convergence Personal Communications Buyers are in constant contact with the new economy, messaging by day and surfing by night. The market for personal communications is skyrocketing – reach out and join it.

List Applications – Technology Wireless modems and Internet services, cellular/PCS phones, desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), tablet PCs and Web pads, personal web hosting, ASPs (application service providers), instant messaging, presentation graphics software, SFA (sales force automation) software, CRM (customer relationship management) software and web services, digital radio services, digital multimedia hardware, software, and services.

List Applications – Financial Brokerage firms, mutual funds, online research, online financial data and news, investment newsletters, online banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, mortgages, credit cards, affinity cards, and smart cards.

List Applications – Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Airline, hotel, and rental car offers, luggage, briefcases, and travel accessories, vehicles, trucks, and boats, vacations, premium goods including gourmet foods, wines, spirits, fragrances, and confections, casual apparel and accessories, sports and camping equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, gaming consoles and accessories, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$95/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$43,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 35,000 new records per month.

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<Convergence List Series >

Convergence Digital Media Enthusiasts

Count 494,161 records; 265,715 male, 154,280 female, 74,166 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists largely of direct response buyers of digital media products and services including digital video camcorders, digital cameras, photo-quality printers, flatbed scanners, transparency/slide scanners, web-based photo printing services, web-based photo sharing sites, video editing software, photo editing software, MP3 editing and recording software, music creation and mixing software and hardware, personal desktop publishing software, specialty papers, and supplies.

List Applications — Technology Digital camcorders, digital cameras, photo-quality inkjet and laser printers, scanners, desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services, gaming consoles and accessories.

List Applications — Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications — Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications — Lifestyle Luxury vehicles and boats, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$150/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$63,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 15,000 new records per month.

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<Convergence List Series >

Convergence Personal Electronics Buyers

Count 1,441,303 records; 709,061 male, 626,285 female, 105,957 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of direct response buyers of personal electronics. They have purchased cell phones, pagers and wireless messaging devices, radar detectors, personal digital assistants (Palm and Microsoft Pocket PC), MP3, cassette, and CD audio players, fitness and health monitors, and other high-tech gadgets and gizmos in the \$75 -\$500 price range. These tech-savvy consumers have purchased via direct response display advertising, direct mail, and Internet e-commerce. They rely on personal electronics to manage their personal and business communications, scheduling, fitness, and entertainment needs.

List Applications – Technology Cellular/wireless phones and services including wireless e-mail and messaging, MP3 players, portable CD and DVD players, GPS receivers, radar detectors, fitness/health monitors, home electronics including HDTV, satellite receivers, home theater components, home automation devices, desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services, gaming consoles and accessories.

List Applications – Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Luxury vehicles and boats, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$75/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$92,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 45,000 new records per month.

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<Convergence List Series >

Convergence Masterfile

Count 18,198,255 records; 8,008,293 male, 6,981,903 female, 3,208,059 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of residential, direct response buyers of computer, personal communications, and other Internet-based products and services. These educated, hard-working individuals have a strong career focus. They manage a delicate balance between family, career, and community. They contribute to local and global causes with their money as well their time and talents. Busier than most, they tend to invest in technology and personal communications products and services to accomplish more each day. Convergence Masterfile Buyers have purchased or donated via direct response display advertising, direct mail, and Internet e-commerce.

List Applications – Technology Desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services, gaming consoles and accessories.

List Applications – Financial Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

List Applications – Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications – Lifestyle Luxury vehicles and boats, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$85/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$1,315,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 150,000 new records per month.

Contact Suzanne M. Blake, List Manager, Convergence List Series/Revolution Software Inc., Toll-Free 888.738.5478 x110 E-Mail convergence@revmail.net

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