

**Confidential Summary Report**

Key/List	Description	Circulation	Call Center Demand per Book	Internet Demand per Book	Retail Demand per Book	Total Demand per Book
<b>Total</b>		<b>1,103,118</b>	<b>\$0.73</b>	<b>\$102.17</b>	<b>\$0.06</b>	<b>\$0.88</b>
<b>WA001</b>	Buyer Segment1	24,797	\$3.92	\$0.21	\$1.64	\$5.77
<b>WA002</b>	Buyer Segment2	30,348	\$0.98	\$0.47	\$0.05	\$1.50
<b>WA003</b>	Buyer Segment3	9,987	\$0.63	\$0.25	\$0.00	\$0.88
<b>WA004</b>	Buyer Segment4	50,724	\$2.86	\$0.15	\$0.37	\$3.38
<b>WA005</b>	Buyer Segment5	53,725	\$1.67	\$0.12	\$0.06	\$1.85
<b>WA006</b>	Buyer Segment6	52,148	\$1.22	\$0.10	\$0.04	\$1.36
<b>WA007</b>	Buyer Segment7	60,643	\$0.71	\$0.09	\$0.01	\$0.81
<b>WA008</b>	Buyer Segment8	49,796	\$0.63	\$0.06	\$0.02	\$0.71
<b>WA501</b>	Buyer Segment9	49,767	\$0.37	\$0.08	\$0.00	\$0.45
<b>WA502</b>	Buyer Segment10	19,950	\$0.30	\$0.09	\$0.00	\$0.39
<b>WA503</b>	Buyer Segment11	19,952	\$0.41	\$0.04	\$0.01	\$0.46
<b>WA504</b>	Buyer Segment12	14,972	\$0.21	\$0.07	\$0.01	\$0.29
<b>WA600</b>	Rental 1	30,464	\$0.61	\$0.06	\$0.00	\$0.66
<b>WA601</b>	Rental 2	108,758	\$0.40	\$0.04	\$0.00	\$0.44
<b>WA602</b>	Rental 3	15,824	\$0.46	\$0.07	\$0.00	\$0.53
<b>WA603</b>	Rental 4	40,829	\$0.37	\$0.07	\$0.00	\$0.44
<b>WA604</b>	Rental 5	5,878	\$0.84	\$0.06	\$0.00	\$0.90
<b>WA605</b>	Rental 6	40,746	\$0.41	\$0.04	\$0.00	\$0.45
<b>WA606</b>	Rental 7	2,013	\$0.22	\$0.00	\$0.00	\$0.22
<b>WA607</b>	Rental 8	39,985	\$0.38	\$0.05	\$0.00	\$0.43
<b>WA608</b>	Rental 9	1,037	\$0.08	\$0.24	\$0.00	\$0.32
<b>WA609</b>	Rental 10	49,743	\$0.35	\$0.04	\$0.00	\$0.39
<b>WA610</b>	Rental 11	49,733	\$0.37	\$0.04	\$0.00	\$0.42
<b>WA611</b>	Rental 12	54,539	\$0.39	\$0.08	\$0.00	\$0.47
<b>WA612</b>	Rental 13	42,974	\$0.31	\$0.03	\$0.00	\$0.34
<b>WA613</b>	Rental 14	59,154	\$0.41	\$0.03	\$0.00	\$0.44
<b>WA614</b>	Rental 15	109,661	\$0.42	\$0.05	\$0.00	\$0.48
<b>WA615</b>	Rental 16	14,971	\$0.27	\$0.04	\$0.01	\$0.32

**Confidential Key Report for**

Key/List	Description	Circulation	Call Center Demand per Book	Call Center Orders	Call Center Response %	Call Center Demand	Call Center Avg Order	Internet Demand per Book	Internet Orders	Internet Response %	Internet Demand	Internet Avg Order
<b>Total</b>		<b>1,103,118</b>	<b>\$0.73</b>	<b>7,909</b>	<b>0.717%</b>	<b>\$808,059</b>	<b>\$102.17</b>	<b>\$102.17</b>	<b>797</b>	<b>0.072%</b>	<b>\$90,343</b>	<b>\$ 113.35</b>
<b>% of Total</b>				<b>79.019%</b>		<b>83.485%</b>			<b>7.963%</b>		<b>9.334%</b>	
<b>WA001</b>	Buyer Segment1	24,797	\$3.92	849	3.424%	\$97,156	\$114.44	\$0.21	38	0.153%	\$5,239	\$ 137.87
<b>WA002</b>	Buyer Segment2	30,348	\$0.98	261	0.86%	\$29,713	\$113.84	\$0.47	107	0.353%	\$14,320	\$ 133.83
<b>WA003</b>	Buyer Segment3	9,987	\$0.63	61	0.611%	\$6,325	\$103.69	\$0.25	23	0.23%	\$2,508	\$ 109.04
<b>WA004</b>	Buyer Segment4	50,724	\$2.86	1,363	2.687%	\$145,196	\$106.53	\$0.15	68	0.134%	\$7,464	\$ 109.76
<b>WA005</b>	Buyer Segment5	53,725	\$1.67	864	1.608%	\$89,950	\$104.11	\$0.12	57	0.106%	\$6,211	\$ 108.96
<b>WA006</b>	Buyer Segment6	52,148	\$1.22	569	1.091%	\$63,377	\$111.38	\$0.10	47	0.09%	\$5,433	\$ 115.60
<b>WA007</b>	Buyer Segment7	60,643	\$0.71	460	0.759%	\$42,814	\$93.07	\$0.09	58	0.096%	\$5,645	\$ 97.33
<b>WA008</b>	Buyer Segment8	49,796	\$0.63	298	0.598%	\$31,241	\$104.84	\$0.06	30	0.06%	\$3,213	\$ 107.10
<b>WA501</b>	Buyer Segment9	49,767	\$0.37	160	0.321%	\$18,439	\$115.24	\$0.08	38	0.076%	\$3,852	\$ 101.37
<b>WA502</b>	Buyer Segment10	19,950	\$0.30	65	0.326%	\$5,991	\$92.17	\$0.09	22	0.11%	\$1,886	\$ 85.73
<b>WA503</b>	Buyer Segment11	19,952	\$0.41	75	0.376%	\$8,226	\$109.68	\$0.04	6	0.03%	\$785	\$ 130.83
<b>WA504</b>	Buyer Segment12	14,972	\$0.21	27	0.18%	\$3,122	\$115.63	\$0.07	10	0.067%	\$991	\$ 99.10
<b>WA600</b>	Rental 1	30,464	\$0.61	180	0.591%	\$18,472	\$102.62	\$0.06	15	0.049%	\$1,763	\$ 117.53
<b>WA601</b>	Rental 2	108,758	\$0.40	408	0.375%	\$43,157	\$105.78	\$0.04	38	0.035%	\$4,736	\$ 124.63
<b>WA602</b>	Rental 3	15,824	\$0.46	69	0.436%	\$7,224	\$104.70	\$0.07	10	0.063%	\$1,166	\$ 116.60
<b>WA603</b>	Rental 4	40,829	\$0.37	178	0.436%	\$15,036	\$84.47	\$0.07	24	0.059%	\$2,787	\$ 116.13
<b>WA604</b>	Rental 5	5,878	\$0.84	44	0.749%	\$4,945	\$112.39	\$0.06	4	0.068%	\$358	\$ 89.50
<b>WA605</b>	Rental 6	40,746	\$0.41	177	0.434%	\$16,750	\$94.63	\$0.04	16	0.039%	\$1,579	\$ 98.69
<b>WA606</b>	Rental 7	2,013	\$0.22	9	0.447%	\$444	\$49.33	\$0.00	0	0.00%	\$0	\$ -
<b>WA607</b>	Rental 8	39,985	\$0.38	171	0.428%	\$15,249	\$89.18	\$0.05	19	0.048%	\$2,020	\$ 106.32
<b>WA608</b>	Rental 9	1,037	\$0.08	2	0.193%	\$85	\$42.50	\$0.24	2	0.193%	\$250	\$ 125.00
<b>WA609</b>	Rental 10	49,743	\$0.35	167	0.336%	\$17,257	\$103.34	\$0.04	20	0.04%	\$2,044	\$ 102.20
<b>WA610</b>	Rental 11	49,733	\$0.37	212	0.426%	\$18,533	\$87.42	\$0.04	23	0.046%	\$2,127	\$ 92.48
<b>WA611</b>	Rental 12	54,539	\$0.39	223	0.409%	\$21,315	\$95.58	\$0.08	38	0.07%	\$4,212	\$ 110.84
<b>WA612</b>	Rental 13	42,974	\$0.31	176	0.41%	\$13,406	\$76.17	\$0.03	15	0.035%	\$1,302	\$ 86.80
<b>WA613</b>	Rental 14	59,154	\$0.41	292	0.494%	\$24,163	\$82.75	\$0.03	15	0.025%	\$1,880	\$ 125.33
<b>WA614</b>	Rental 15	109,661	\$0.42	499	0.455%	\$46,475	\$93.14	\$0.05	47	0.043%	\$5,900	\$ 125.53
<b>WA615</b>	Rental 16	14,971	\$0.27	50	0.334%	\$3,998	\$79.96	\$0.04	7	0.047%	\$672	\$ 96.00

Retail Demand per Book	Retail	Retail Response %	Retail Demand	Retail Avg Order	Total Demand per Book	Total Orders	Total Response %	Total Demand	Total Avg Order	Forecast Demand per Book Optimistic	Forecast Demand per Book Realistic	Forecast Demand per Book Conservative
<b>\$0.06</b>	<b>1,303</b>	<b>0.118%</b>	<b>\$69,509</b>	<b>\$53.35</b>	<b>\$0.88</b>	<b>10,009</b>	<b>0.91%</b>	<b>\$967,911</b>	<b>\$96.70</b>	<b>\$1.25</b>	<b>\$1.17</b>	<b>\$1.03</b>
	<b>13.018%</b>		<b>7.181%</b>									
\$1.64	844	3.404%	\$40,632	\$ 48	\$5.77	1,731	6.98%	\$143,027	\$82.63	\$8.24	\$7.69	\$6.79
\$0.05	27	0.089%	\$1,410	\$ 52	\$1.50	395	1.59%	\$45,443	\$115.05	\$2.14	\$2.00	\$1.76
\$0.00	0	0.00%	\$0	\$0	\$0.88	84	0.34%	\$8,833	\$105.15	\$1.26	\$1.18	\$1.04
\$0.37	286	0.564%	\$18,611	\$ 65	\$3.38	1,717	6.92%	\$171,271	\$99.75	\$4.82	\$4.50	\$3.97
\$0.06	55	0.102%	\$3,460	\$ 63	\$1.85	976	3.94%	\$99,621	\$102.07	\$2.65	\$2.47	\$2.18
\$0.04	35	0.067%	\$2,296	\$ 66	\$1.36	651	2.63%	\$71,106	\$109.23	\$1.95	\$1.82	\$1.60
\$0.01	17	0.028%	\$896	\$ 53	\$0.81	535	2.16%	\$49,355	\$92.25	\$1.16	\$1.09	\$0.96
\$0.02	16	0.032%	\$896	\$ 56	\$0.71	344	1.39%	\$35,350	\$102.76	\$1.01	\$0.95	\$0.84
\$0.00	5	0.01%	\$135	\$ 27	\$0.45	203	0.82%	\$22,426	\$110.47	\$0.64	\$0.60	\$0.53
\$0.00	0	0.00%	\$0	\$0	\$0.39	87	0.35%	\$7,877	\$90.54	\$0.56	\$0.53	\$0.46
\$0.01	4	0.02%	\$230	\$ 58	\$0.46	85	0.34%	\$9,241	\$108.72	\$0.66	\$0.62	\$0.54
\$0.01	1	0.007%	\$200	\$ 200	\$0.29	38	0.15%	\$4,313	\$113.50	\$0.41	\$0.38	\$0.34
\$0.00	1	0.003%	\$20	\$ 20	\$0.66	196	0.79%	\$20,255	\$103.34	\$0.95	\$0.89	\$0.78
\$0.00	2	0.002%	\$100	\$ 50	\$0.44	448	1.81%	\$47,993	\$107.13	\$0.63	\$0.59	\$0.52
\$0.00	0	0.00%	\$0	\$0	\$0.53	79	0.32%	\$8,390	\$106.20	\$0.76	\$0.71	\$0.62
\$0.00	0	0.00%	\$0	\$0	\$0.44	202	0.81%	\$17,823	\$88.23	\$0.62	\$0.58	\$0.51
\$0.00	0	0.00%	\$0	\$0	\$0.90	48	0.19%	\$5,303	\$110.48	\$1.29	\$1.20	\$1.06
\$0.00	1	0.002%	\$25	\$ 25	\$0.45	194	0.78%	\$18,354	\$94.61	\$0.64	\$0.60	\$0.53
\$0.00	0	0.00%	\$0	\$0	\$0.22	9	0.04%	\$444	\$49.33	\$0.32	\$0.29	\$0.26
\$0.00	0	0.00%	\$0	\$0	\$0.43	190	0.77%	\$17,269	\$90.89	\$0.62	\$0.58	\$0.51
\$0.00	0	0.00%	\$0	\$0	\$0.32	4	0.02%	\$335	\$83.75	\$0.46	\$0.43	\$0.38
\$0.00	0	0.00%	\$0	\$0	\$0.39	187	0.75%	\$19,301	\$103.21	\$0.55	\$0.52	\$0.46
\$0.00	0	0.00%	\$0	\$0	\$0.42	235	0.95%	\$20,660	\$87.91	\$0.59	\$0.55	\$0.49
\$0.00	2	0.004%	\$74	\$ 37	\$0.47	263	1.06%	\$25,601	\$97.34	\$0.67	\$0.63	\$0.55
\$0.00	1	0.002%	\$118	\$ 118	\$0.34	192	0.77%	\$14,826	\$77.22	\$0.49	\$0.46	\$0.41
\$0.00	2	0.003%	\$40	\$ 20	\$0.44	309	1.25%	\$26,083	\$84.41	\$0.63	\$0.59	\$0.52
\$0.00	2	0.002%	\$261	\$ 131	\$0.48	548	2.21%	\$52,636	\$96.05	\$0.69	\$0.64	\$0.56
\$0.01	2	0.013%	\$105	\$ 53	\$0.32	59	0.24%	\$4,775	\$80.93	\$0.46	\$0.43	\$0.38