

RISING STAR STOCKS

Active Investors Interested in Small and Microcap Stocks

MetaResponse Group®
Direct Marketing Solutions

Updated & NCOA'd!

65,737	Total File	\$180/M
23,157	Last 12 Months	\$195/M

The **Rising Star Stocks** list comprises active investors who are seeking expert advice that will guide their stock-purchasing decisions for their own self directed portfolio.

Rising Star Stocks is an independent investment newsletter advisory published by *Business Financial Publishing*, and edited by growth stock guru, Ian Wyatt. It focuses on small and micro capitalization stocks that are emerging as tomorrow's "rising stars." The newsletter is published once per month in print and online, with monthly email alerts.

Rising Star Stocks caters to self directed individual investors who are seeking long-term investments in emerging growth stocks. They scour the print, online and email alerts from **Rising Star** for "action items", which guides them in their stock purchasing decisions.

Subscribers pay via a major credit card, spending \$249.99 for one year and \$349.99 for two years. The **Rising Star Stocks** postal list includes current paid subscribers, recent cancels/expiries, recent trial subscribers, and those who have requested a sample issue. **Rising Star Stocks** has done extensive direct mail advertising, as well as Internet lead generation. The newsletter was launched in June 2004, and all names have been generated since then.

The **Rising Star Stocks** list targets active, PC-savvy stock investors who demand information, products, and services that will help them make informed decisions on their self-directed stock portfolios. *They are receptive to a wide range of financial, technology, and upscale direct mail offers.*

USAGE SUGGESTIONS INCLUDE:

All Financial/Investment Offers, Health/Fitness Offers, Small Office/Home Office Offers, High-Tech Products & Services, Computer Hardware, Software, Office Supplies, Personal Digital Assistants, Internet/Communication Offers, Cell Phone Offers, Online Banking/Online Investing Offers, Catalogs Offers, Books, Magazines, Newsletters, and More!

For more information, contact Diane Dubocq, x217 (ddubocq@metaresponse.com), Michele Schultz, x214 (mschultz@metaresponse.com), at (954) 360-0644. Visit us on the web at <http://www.metaresponse.com>.

Source Direct mail and Internet

Avg. unit of sale \$165

Gender \$5/M
Keycoding \$5/M
Geo \$5/M

Men 41,428
Women 13,534

Email \$65 Flat
Fulfillment

A signed List Rental Agreement is required for all test orders. Sample mailing piece is required for List Owner approval. All rentals are for a one-time usage only.

Cancellations after processing will incur a \$50/F fee, \$10/M running charges and applicable shipping costs.

Re-uses must be cleared by the List Owner prior to mailing.

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Names thru May 2008

NCOA'd May 2008

Rising Star
Stocks
Tomorrow's Growth Stocks Today