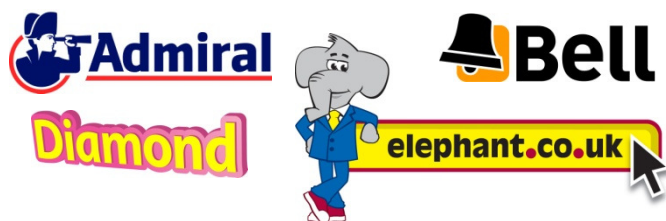



Admiral Group Plc.

Car Insurance Policy and Quote holders



Policy holders and quote requests:  **2,158,028*** @ **392,639***

Admiral Group Plc was founded in January 1993 and is now one of the UK's leading insurance brands. This database is unique, consisting of 22%** active policy holders and 78%** quotes out of the database UKLPS hold.

This database, comprising of all four brands, is one of the largest and probably the most accurate source of transactional consumer data. It offers a wealth of correct and accurate information of the highest quality and is made available directly from source.

With monthly Hot names and a range of possible selections, this list is ideal for direct marketers wishing to target highly responsive individuals at their home address. All email addresses have opted-in to receive relevant offers by email.

The insurance group databases are updated and cleaned monthly.

** Figures are based on rentable names after list cleaning, PAF, MPS, Mailing Flag Permission have been accounted for. The figures are correct at the time of publishing and may be subject to change.*

*** The percentages presented are based on the rentable records available and are not to be confused with any published figures by Admiral Group Plc.*

Base Rental:

Postal Addresses	£110/000
Email Addresses	£130/000

Basic Selections:

Recency	£10/000
Gender	£10/000
Geography	£10/000
Socio Economic Group	£10/000
Marital Status	£10/000
Pay Type	£10/000

Premium Selections:

Date Of Birth	£15/000
Occupation	£15/000
Children	£15/000
Car Make/Model/Value/Age	£25/000
Car Modification	£25/000

Production Charges

Run on Charge	£10/000
E-Mail Delivery	£45
CD ROM	£45
Email Broadcast min charge	£150

Minimum Order

5,000 records for all other users.
Orders for less than 5,000 will be subject to an additional £100 processing fee.

All rentals are seeded.

The list owner reserves the right to refuse list rental to offers that are not deemed relevant or suitable.

List Warranty No: 002897