



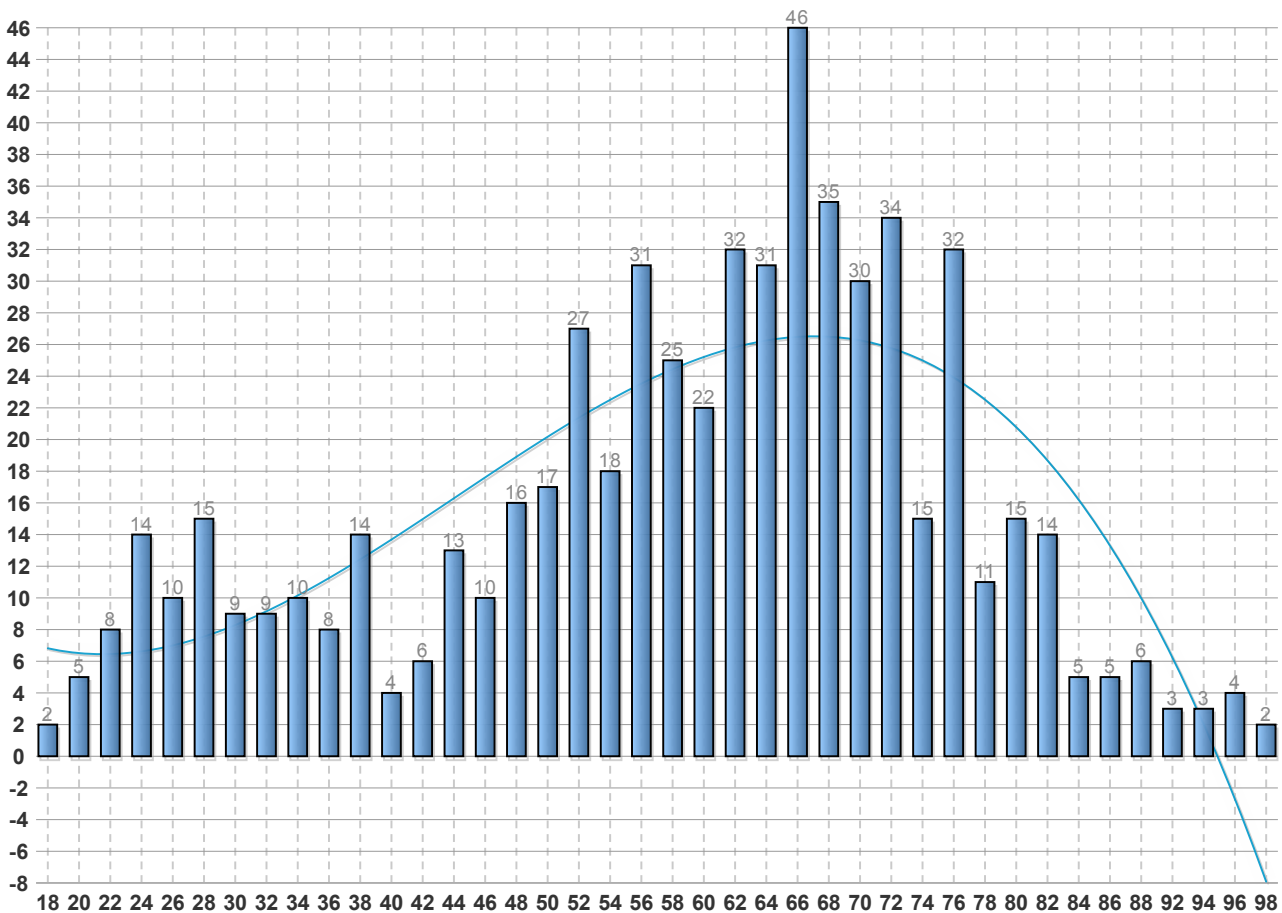
ANS Sample Append

Records Received	Records After CASS	Records After Dedup	Records Matched
2,297	1,985	1,809	38%

Utilizing the client’s database, American Name Services matches the client’s individual records against our National Consumer Database. During this match, demographics, socioeconomic and psychographic information is learned about each individual contained within the client’s database. The results of this process are outlined in the following report.

This report will help guide you to more effectively target future marketing and sales efforts.

Age



Marital Status

Married	214	Inferred Married	74
Single	314	Inferred Single	42

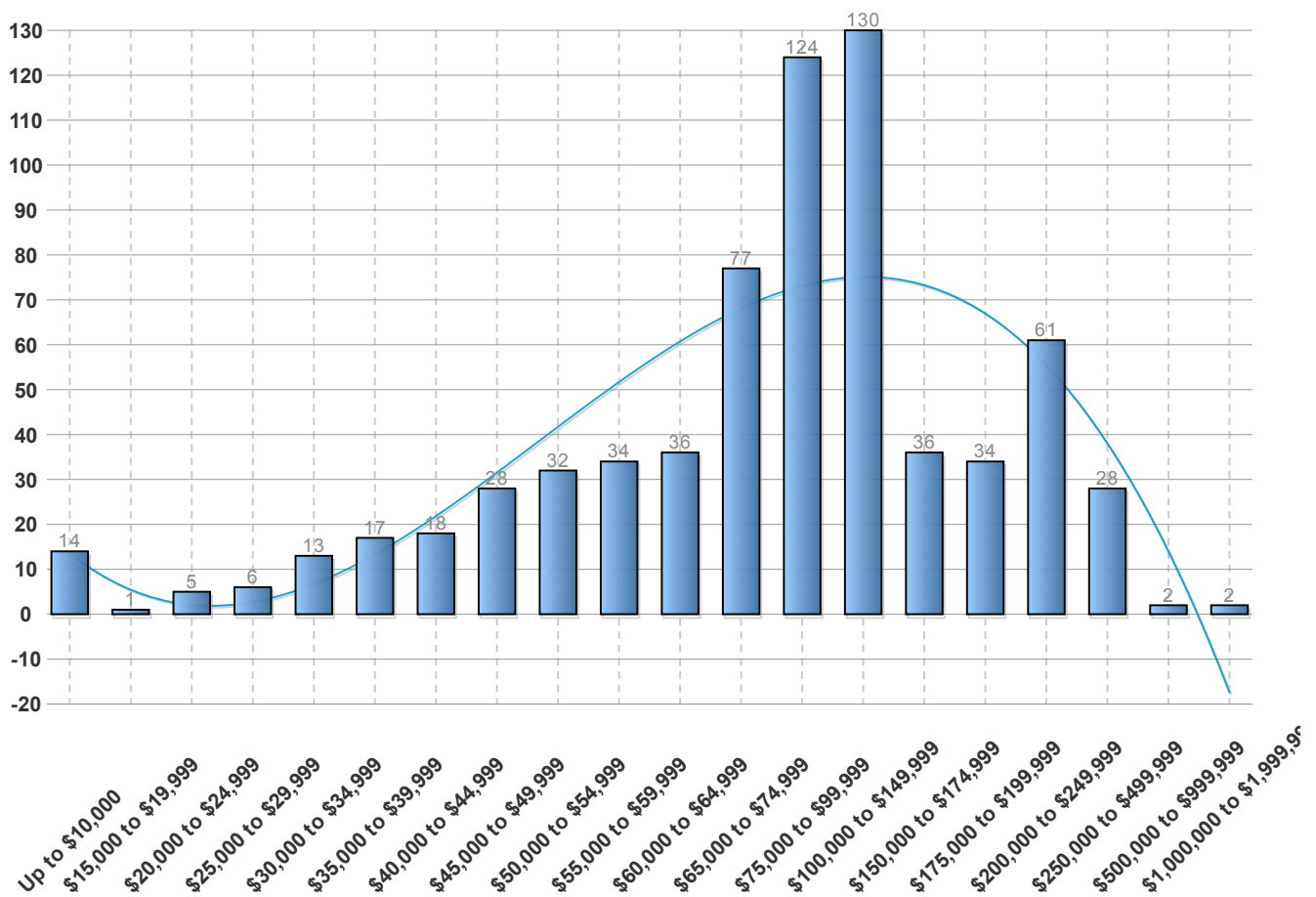
Children Present

Children Present	210
No Children Present	488

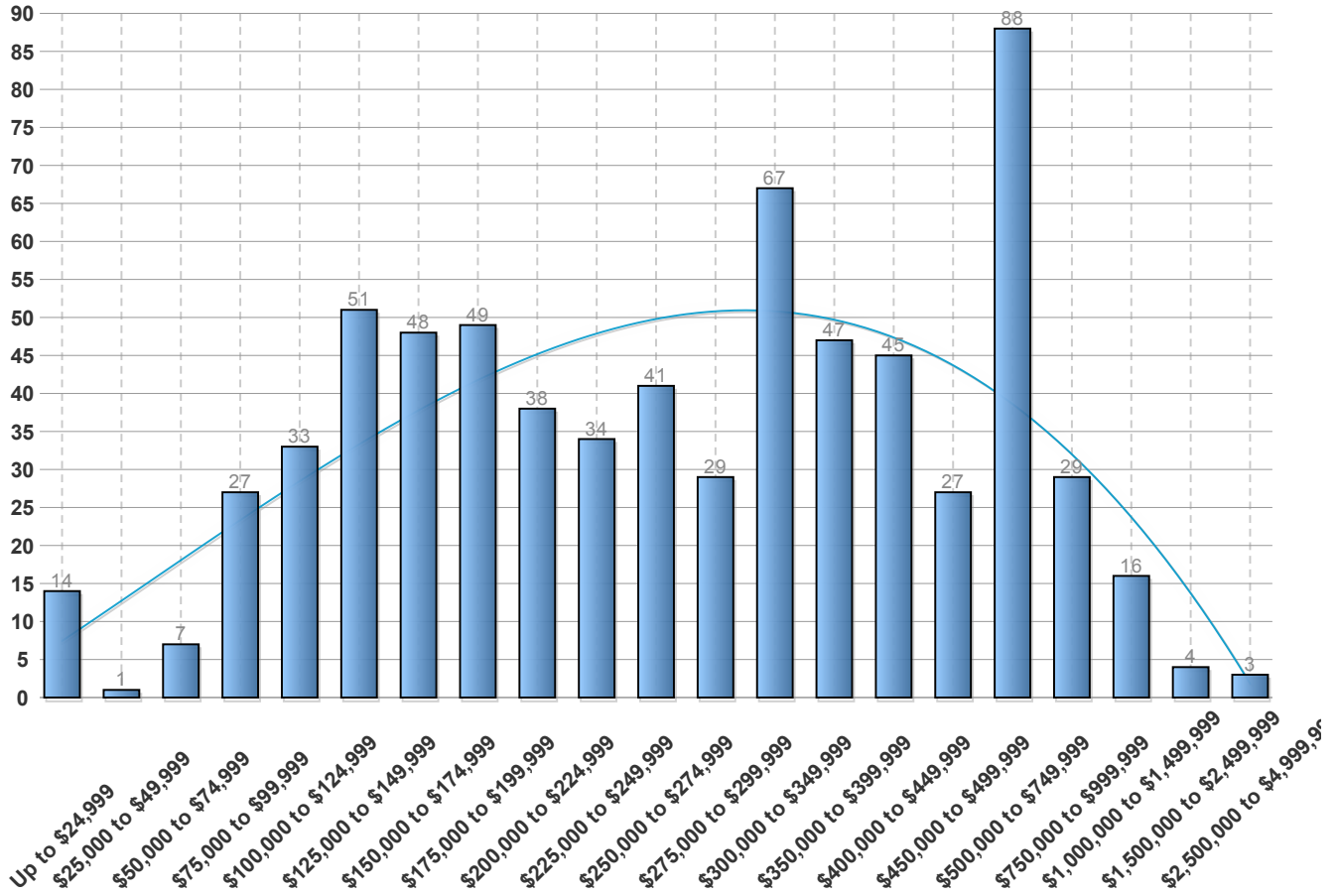
Gender

Male	281
Female	268

Household Income



Home Value



Dwelling Type

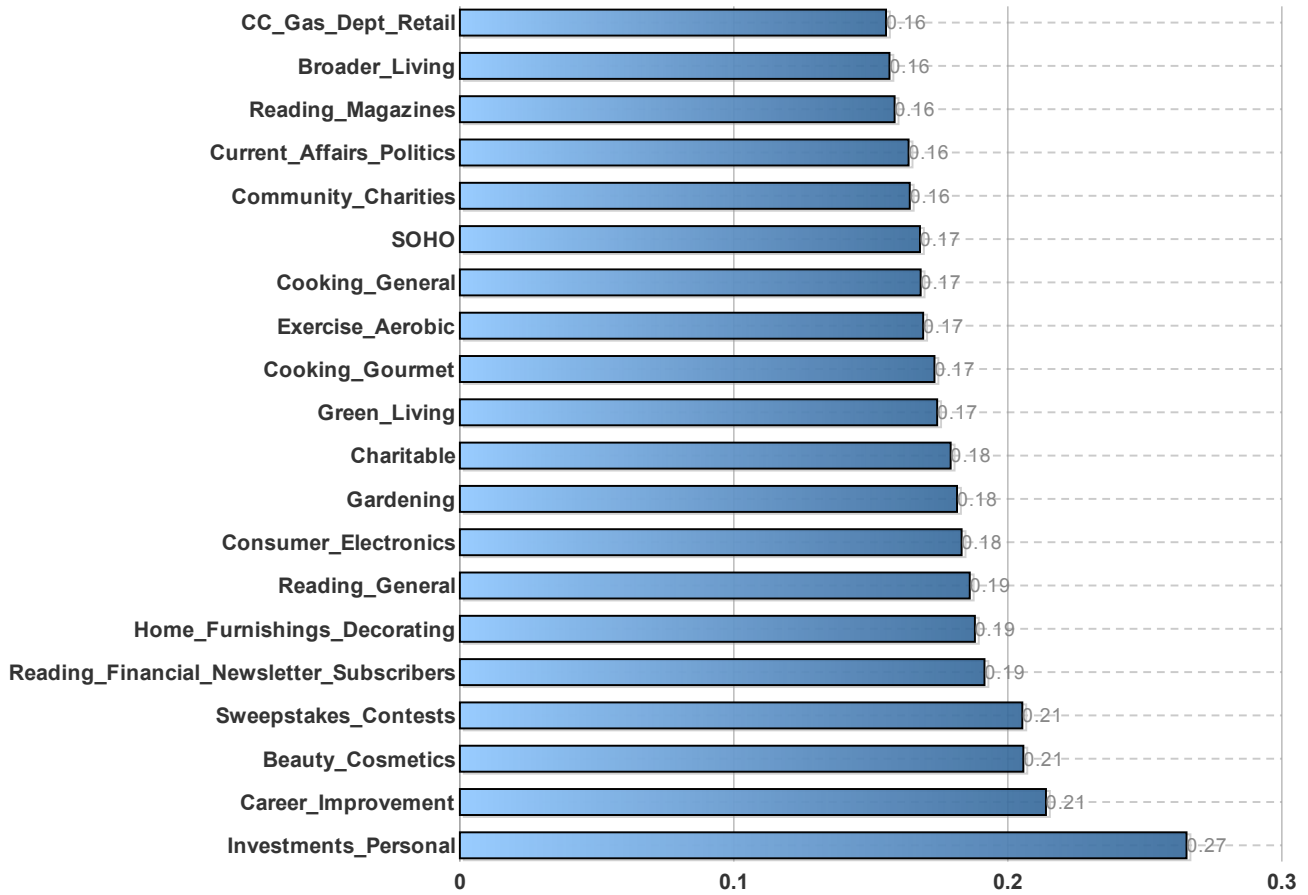
Single Family	588
Multi Family	99

Home Owner / Renter

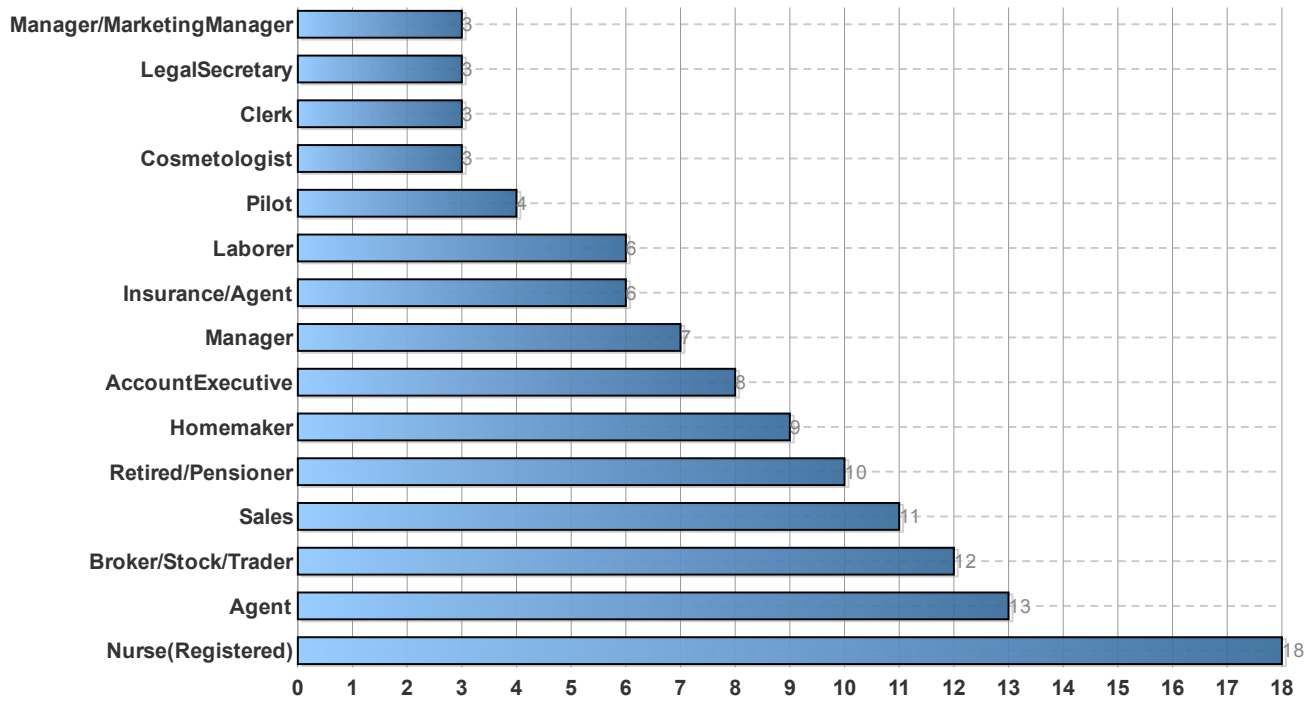
Home Owner	554
Renter	32

The following charts represent the most common attributes appearing in your database. For all attributes, contact your sales person.

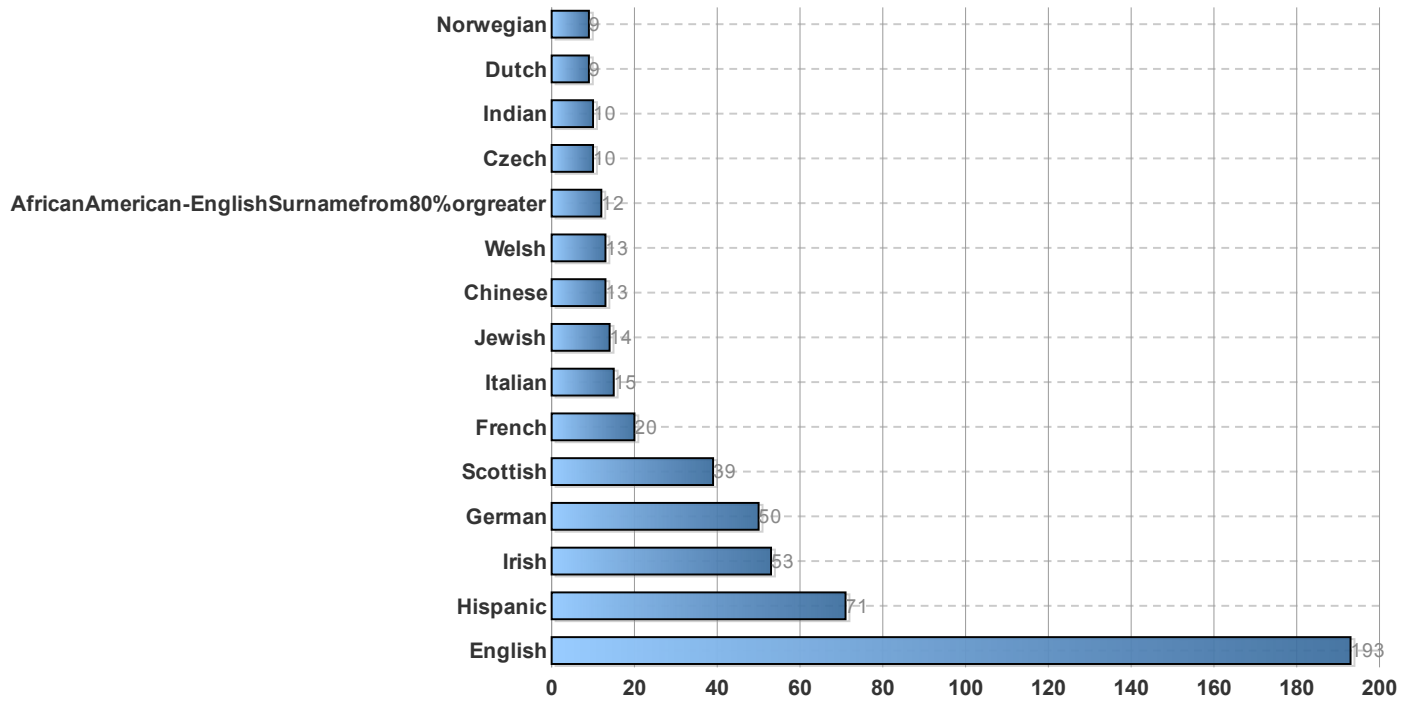
Hobbies and Interests



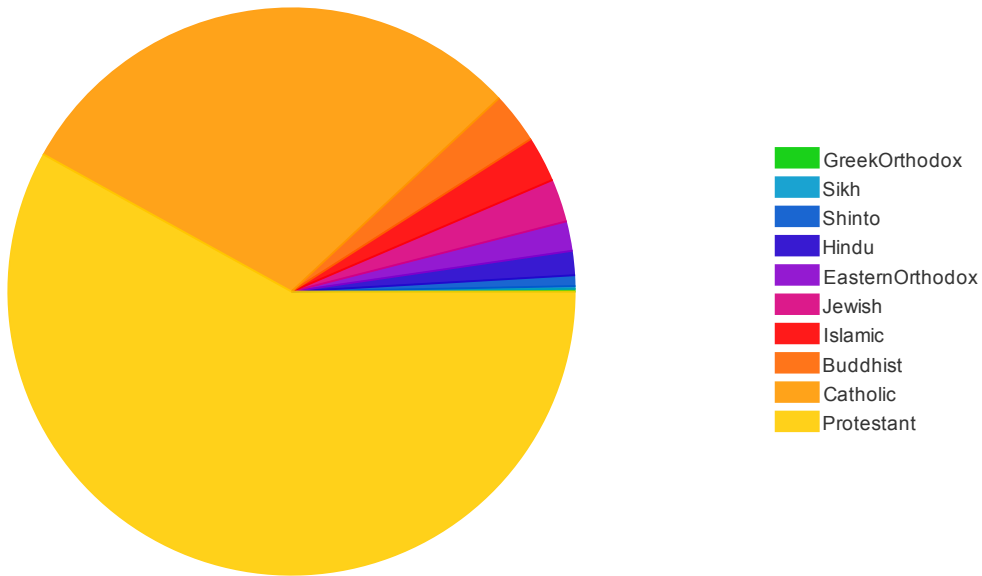
Occupation



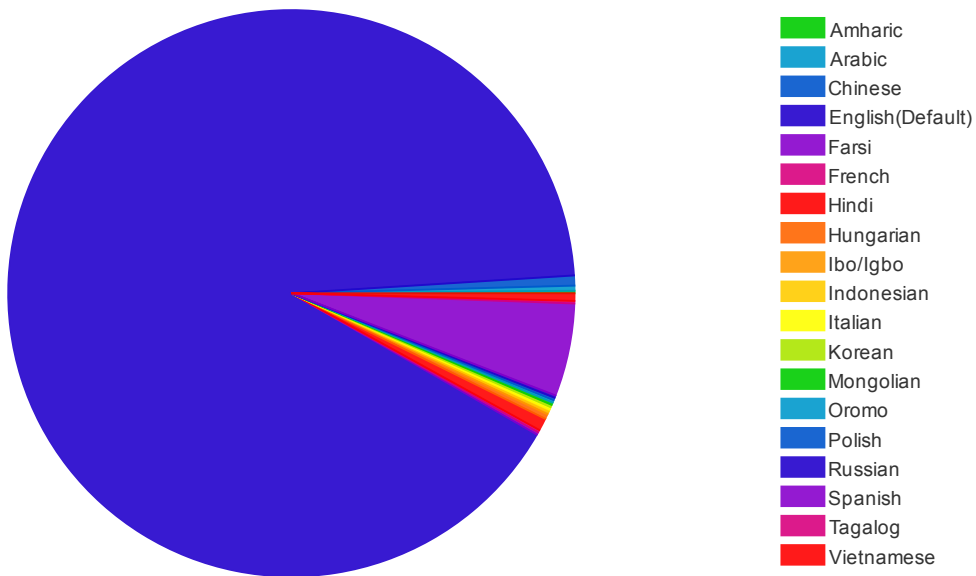
Ethnicity



Religion



Language



American Name Services utilizes the world's vast databases combined with state-of-the-art technology, unparalleled experience and customized partner relationships, so you can realize the benefits of today's marketing strategies. Combined with the development of campaign monitoring and tracking solutions, ANS provides you with greater knowledge and metrics of your advertising efforts.