

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197DA Valpak of Los Angeles**  
**City/State: WEST HILLS, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	26.13%
% 100,000 - \$149,999	24.24%
% 75,000 - 99,999	14.41%
% 50,000 - 74,999	15.57%
% 35,000 - 49,999	7.82%
% 25,000 - 34,999	4.77%
% Less Than 25,000	7.07%
<b>Avg HH Income</b>	<b>\$128,241</b>

**Current Year Household Vehicles**

% No Vehicles	2.25%
% 1 Vehicle	19.80%
% 2 Vehicles	54.02%
% 3 - 4 Vehicles	22.71%
% 5+ Vehicles	1.23%

**2000 Population - Marital Status**

% Married	63.78%
% Single/Divorced/Widowed	36.22%

**Current Year Head of Household Age**

% Age 24 and under	1.13%
% Age 25 - 34	8.84%
% Age 35 - 44	17.10%
% Age 45 - 54	28.04%
% Age 55 - 64	22.27%
% Age 65 Plus	22.61%
<b>Median Age</b>	<b>42.38</b>

**Current Year Population - Race**

% White	77.48%
% Black	2.05%
% Asian/Pacific Islander	11.27%
% Hispanic	6.90%
% Other (all others)	2.31%

**Current Year Adult Population**

% Age 18 - 49	51.92%
% Age 25 - 54	51.61%
% Age 55+	36.33%
<b>Median Adult Age</b>	<b>49.22</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	40.88%
% College 1 - 3 Years	34.03%
% High School Graduate	17.58%
% Less than HS Graduate	7.51%

**2000 HHs with Children**

% Total HHs w/Child	43.39%
% Married w/Child	36.61%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	79.81%
% Blue Collar	11.93%

**2000 Household Size**

% 1 Person HH	13.00%
% 2 Person HH	33.43%
% 3 - 4 Person HH	41.44%
% 5 Plus Person HH	12.13%
<b>Current Year Avg HH Size</b>	<b>2.88</b>

**2000 Population - Employment**

% Families w/ 0 Workers	8.08%
% Families w/ 1 Worker	29.53%
% Families w/ 2 Workers	51.24%
% Families w/ 3+ Workers	11.15%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	5.15%
% 1990 - 1998	7.37%
% 1980 - 1989	16.89%
% 1970 - 1979	13.49%
% Before 1970	57.10%
% Owner Occupied	87.61%
<b>Avg Home Value</b>	<b>\$709,390</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	73.45%
% Spanish	6.68%
% French	0.59%
% German	0.51%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197SA Valpak of Los Angeles**  
**City/State: SIMI VALLEY, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	16.82%
% 100,000 - \$149,999	23.99%
% 75,000 - 99,999	14.83%
% 50,000 - 74,999	18.51%
% 35,000 - 49,999	10.36%
% 25,000 - 34,999	4.97%
% Less Than 25,000	10.51%
<b>Avg HH Income</b>	<b>\$101,809</b>

**Current Year Household Vehicles**

% No Vehicles	4.26%
% 1 Vehicle	23.48%
% 2 Vehicles	44.71%
% 3 - 4 Vehicles	25.98%
% 5+ Vehicles	1.56%

**2000 Population - Marital Status**

% Married	55.66%
% Single/Divorced/Widowed	44.34%

**Current Year Head of Household Age**

% Age 24 and under	2.34%
% Age 25 - 34	13.34%
% Age 35 - 44	22.59%
% Age 45 - 54	26.31%
% Age 55 - 64	19.35%
% Age 65 Plus	16.08%
<b>Median Age</b>	<b>37.80</b>

**Current Year Population - Race**

% White	77.79%
% Black	1.51%
% Asian/Pacific Islander	7.86%
% Hispanic	10.68%
% Other (all others)	2.16%

**Current Year Adult Population**

% Age 18 - 49	60.38%
% Age 25 - 54	58.86%
% Age 55+	29.09%
<b>Median Adult Age</b>	<b>45.65</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	24.56%
% College 1 - 3 Years	38.67%
% High School Graduate	25.62%
% Less than HS Graduate	11.16%

**2000 HHs with Children**

% Total HHs w/Child	42.30%
% Married w/Child	31.54%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	69.78%
% Blue Collar	18.23%

**2000 Household Size**

% 1 Person HH	18.47%
% 2 Person HH	30.89%
% 3 - 4 Person HH	39.64%
% 5 Plus Person HH	11.00%
<b>Current Year Avg HH Size</b>	<b>2.78</b>

**2000 Population - Employment**

% Families w/ 0 Workers	6.98%
% Families w/ 1 Worker	28.22%
% Families w/ 2 Workers	49.37%
% Families w/ 3+ Workers	15.43%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	17.17%
% 1990 - 1998	8.99%
% 1980 - 1989	28.68%
% 1970 - 1979	24.37%
% Before 1970	20.79%
% Owner Occupied	75.26%
<b>Avg Home Value</b>	<b>\$587,377</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	80.54%
% Spanish	9.97%
% French	0.67%
% German	0.70%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197SB Valpak of Los Angeles**  
**City/State: SIMI VALLEY, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

<b>Current Year Household Income</b>	
% 150,000 Plus	15.69%
% 100,000 - \$149,999	27.07%
% 75,000 - 99,999	18.15%
% 50,000 - 74,999	16.51%
% 35,000 - 49,999	8.98%
% 25,000 - 34,999	4.97%
% Less Than 25,000	8.63%
<b>Avg HH Income</b>	<b>\$98,831</b>

<b>Current Year Household Vehicles</b>	
% No Vehicles	2.90%
% 1 Vehicle	19.08%
% 2 Vehicles	46.33%
% 3 - 4 Vehicles	29.27%
% 5+ Vehicles	2.43%

<b>2000 Population - Marital Status</b>	
% Married	58.01%
% Single/Divorced/Widowed	41.99%

<b>Current Year Head of Household Age</b>	
% Age 24 and under	1.98%
% Age 25 - 34	12.17%
% Age 35 - 44	21.12%
% Age 45 - 54	26.52%
% Age 55 - 64	21.64%
% Age 65 Plus	16.56%
<b>Median Age</b>	<b>37.54</b>

<b>Current Year Population - Race</b>	
% White	77.05%
% Black	1.00%
% Asian/Pacific Islander	5.77%
% Hispanic	13.82%
% Other (all others)	2.36%

<b>Current Year Adult Population</b>	
% Age 18 - 49	58.83%
% Age 25 - 54	56.42%
% Age 55+	30.36%
<b>Median Adult Age</b>	<b>46.11</b>

<b>Current Year Population - Education</b>	
<i>Persons 25+ years</i>	
% College 4+ Years	23.33%
% College 1 - 3 Years	39.45%
% High School Graduate	24.67%
% Less than HS Graduate	12.55%

<b>2000 HHs with Children</b>	
% Total HHs w/Child	45.80%
% Married w/Child	35.81%

<b>Current Year Population - Occupation</b>	
<i>Persons 16+ years</i>	
% White Collar	69.35%
% Blue Collar	18.31%

<b>2000 Household Size</b>	
% 1 Person HH	12.49%
% 2 Person HH	29.65%
% 3 - 4 Person HH	41.69%
% 5 Plus Person HH	16.17%
<b>Current Year Avg HH Size</b>	<b>3.07</b>

<b>2000 Population - Employment</b>	
% Families w/ 0 Workers	7.25%
% Families w/ 1 Worker	27.36%
% Families w/ 2 Workers	48.76%
% Families w/ 3+ Workers	16.62%

<b>Current Year Housing Units</b>	
<i>Year Structure Built</i>	
% 1999 - Current Year	11.90%
% 1990 - 1998	3.62%
% 1980 - 1989	16.25%
% 1970 - 1979	26.71%
% Before 1970	41.52%
% Owner Occupied	82.04%
<b>Avg Home Value</b>	<b>\$636,486</b>

<b>2000 Population - Speaks at Home</b>	
<i>Persons 5+ years</i>	
% English	80.47%
% Spanish	11.05%
% French	0.53%
% German	0.61%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197SC Valpak of Los Angeles**  
**City/State: SIMI VALLEY, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	12.79%
<b>% 100,000 - \$149,999</b>	27.06%
<b>% 75,000 - 99,999</b>	20.58%
<b>% 50,000 - 74,999</b>	19.92%
<b>% 35,000 - 49,999</b>	9.53%
<b>% 25,000 - 34,999</b>	4.84%
<b>% Less Than 25,000</b>	5.29%
<b>Avg HH Income</b>	\$98,486

**Current Year Household Vehicles**

<b>% No Vehicles</b>	1.46%
<b>% 1 Vehicle</b>	18.38%
<b>% 2 Vehicles</b>	45.54%
<b>% 3 - 4 Vehicles</b>	31.71%
<b>% 5+ Vehicles</b>	2.91%

**2000 Population - Marital Status**

<b>% Married</b>	54.94%
<b>% Single/Divorced/Widowed</b>	45.06%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	1.86%
<b>% Age 25 - 34</b>	14.67%
<b>% Age 35 - 44</b>	23.04%
<b>% Age 45 - 54</b>	26.98%
<b>% Age 55 - 64</b>	18.10%
<b>% Age 65 Plus</b>	15.34%
<b>Median Age</b>	34.92

**Current Year Population - Race**

<b>% White</b>	72.58%
<b>% Black</b>	1.24%
<b>% Asian/Pacific Islander</b>	6.52%
<b>% Hispanic</b>	17.23%
<b>% Other (all others)</b>	2.44%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	63.66%
<b>% Age 25 - 54</b>	59.70%
<b>% Age 55+</b>	26.39%
<b>Median Adult Age</b>	44.05

**Current Year Population - Education**  
*Persons 25+ years*

<b>% College 4+ Years</b>	20.84%
<b>% College 1 - 3 Years</b>	37.83%
<b>% High School Graduate</b>	25.33%
<b>% Less than HS Graduate</b>	16.00%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	50.52%
<b>% Married w/Child</b>	40.25%

**Current Year Population - Occupation**  
*Persons 16+ years*

<b>% White Collar</b>	63.57%
<b>% Blue Collar</b>	22.36%

**2000 Household Size**

<b>% 1 Person HH</b>	10.50%
<b>% 2 Person HH</b>	26.40%
<b>% 3 - 4 Person HH</b>	41.43%
<b>% 5 Plus Person HH</b>	21.67%
<b>Current Year Avg HH Size</b>	3.34

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	5.59%
<b>% Families w/ 1 Worker</b>	25.29%
<b>% Families w/ 2 Workers</b>	48.30%
<b>% Families w/ 3+ Workers</b>	20.82%

**Current Year Housing Units**  
*Year Structure Built*

<b>% 1999 - Current Year</b>	13.09%
<b>% 1990 - 1998</b>	4.48%
<b>% 1980 - 1989</b>	11.27%
<b>% 1970 - 1979</b>	17.11%
<b>% Before 1970</b>	54.05%
<b>% Owner Occupied</b>	81.40%
<b>Avg Home Value</b>	\$620,445

**2000 Population - Speaks at Home**  
*Persons 5+ years*

<b>% English</b>	77.35%
<b>% Spanish</b>	14.82%
<b>% French</b>	0.28%
<b>% German</b>	0.53%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197SD Valpak of Los Angeles**  
**City/State: MOORPARK, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

<b>Current Year Household Income</b>	
<b>% 150,000 Plus</b>	18.06%
<b>% 100,000 - \$149,999</b>	26.46%
<b>% 75,000 - 99,999</b>	16.02%
<b>% 50,000 - 74,999</b>	15.94%
<b>% 35,000 - 49,999</b>	9.56%
<b>% 25,000 - 34,999</b>	6.05%
<b>% Less Than 25,000</b>	7.91%
<b>Avg HH Income</b>	\$107,844

<b>Current Year Household Vehicles</b>	
<b>% No Vehicles</b>	2.38%
<b>% 1 Vehicle</b>	20.18%
<b>% 2 Vehicles</b>	51.15%
<b>% 3 - 4 Vehicles</b>	23.84%
<b>% 5+ Vehicles</b>	2.44%

<b>2000 Population - Marital Status</b>	
<b>% Married</b>	61.03%
<b>% Single/Divorced/Widowed</b>	38.97%

<b>Current Year Head of Household Age</b>	
<b>% Age 24 and under</b>	2.26%
<b>% Age 25 - 34</b>	13.99%
<b>% Age 35 - 44</b>	23.38%
<b>% Age 45 - 54</b>	28.57%
<b>% Age 55 - 64</b>	18.83%
<b>% Age 65 Plus</b>	12.97%
<b>Median Age</b>	32.55

<b>Current Year Population - Race</b>	
<b>% White</b>	65.06%
<b>% Black</b>	1.71%
<b>% Asian/Pacific Islander</b>	5.26%
<b>% Hispanic</b>	25.84%
<b>% Other (all others)</b>	2.13%

<b>Current Year Adult Population</b>	
<b>% Age 18 - 49</b>	65.13%
<b>% Age 25 - 54</b>	59.88%
<b>% Age 55+</b>	24.67%
<b>Median Adult Age</b>	43.80

<b>Current Year Population - Education</b>	
<i>Persons 25+ years</i>	
<b>% College 4+ Years</b>	30.54%
<b>% College 1 - 3 Years</b>	33.74%
<b>% High School Graduate</b>	17.65%
<b>% Less than HS Graduate</b>	18.07%

<b>2000 HHs with Children</b>	
<b>% Total HHs w/Child</b>	55.99%
<b>% Married w/Child</b>	47.79%

<b>Current Year Population - Occupation</b>	
<i>Persons 16+ years</i>	
<b>% White Collar</b>	66.16%
<b>% Blue Collar</b>	16.51%

<b>2000 Household Size</b>	
<b>% 1 Person HH</b>	11.50%
<b>% 2 Person HH</b>	24.95%
<b>% 3 - 4 Person HH</b>	42.13%
<b>% 5 Plus Person HH</b>	21.41%
<b>Current Year Avg HH Size</b>	3.45

<b>2000 Population - Employment</b>	
<b>% Families w/ 0 Workers</b>	4.58%
<b>% Families w/ 1 Worker</b>	28.47%
<b>% Families w/ 2 Workers</b>	52.31%
<b>% Families w/ 3+ Workers</b>	14.64%

<b>Current Year Housing Units</b>	
<i>Year Structure Built</i>	
<b>% 1999 - Current Year</b>	14.60%
<b>% 1990 - 1998</b>	14.40%
<b>% 1980 - 1989</b>	43.35%
<b>% 1970 - 1979</b>	15.02%
<b>% Before 1970</b>	12.63%
<b>% Owner Occupied</b>	78.69%
<b>Avg Home Value</b>	\$617,888

<b>2000 Population - Speaks at Home</b>	
<i>Persons 5+ years</i>	
<b>% English</b>	69.14%
<b>% Spanish</b>	24.51%
<b>% French</b>	0.29%
<b>% German</b>	0.65%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197SE Valpak of Los Angeles**  
**City/State: SIMI VALLEY, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

<b>Current Year Household Income</b>	
% 150,000 Plus	27.18%
% 100,000 - \$149,999	24.87%
% 75,000 - 99,999	14.26%
% 50,000 - 74,999	15.28%
% 35,000 - 49,999	7.30%
% 25,000 - 34,999	3.22%
% Less Than 25,000	7.88%
<b>Avg HH Income</b>	\$128,837

<b>Current Year Household Vehicles</b>	
% No Vehicles	2.91%
% 1 Vehicle	22.80%
% 2 Vehicles	48.74%
% 3 - 4 Vehicles	21.87%
% 5+ Vehicles	3.68%

<b>2000 Population - Marital Status</b>	
% Married	60.41%
% Single/Divorced/Widowed	39.59%

<b>Current Year Head of Household Age</b>	
% Age 24 and under	2.59%
% Age 25 - 34	13.51%
% Age 35 - 44	22.33%
% Age 45 - 54	25.08%
% Age 55 - 64	19.43%
% Age 65 Plus	17.06%
<b>Median Age</b>	37.80

<b>Current Year Population - Race</b>	
% White	78.25%
% Black	1.12%
% Asian/Pacific Islander	7.61%
% Hispanic	10.65%
% Other (all others)	2.37%

<b>Current Year Adult Population</b>	
% Age 18 - 49	59.51%
% Age 25 - 54	58.72%
% Age 55+	29.99%
<b>Median Adult Age</b>	45.89

<b>Current Year Population - Education</b>	
<i>Persons 25+ years</i>	
% College 4+ Years	34.05%
% College 1 - 3 Years	37.51%
% High School Graduate	18.46%
% Less than HS Graduate	9.98%

<b>2000 HHs with Children</b>	
% Total HHs w/Child	41.60%
% Married w/Child	33.99%

<b>Current Year Population - Occupation</b>	
<i>Persons 16+ years</i>	
% White Collar	74.27%
% Blue Collar	13.40%

<b>2000 Household Size</b>	
% 1 Person HH	16.14%
% 2 Person HH	33.51%
% 3 - 4 Person HH	38.36%
% 5 Plus Person HH	11.99%
<b>Current Year Avg HH Size</b>	2.81

<b>2000 Population - Employment</b>	
% Families w/ 0 Workers	6.05%
% Families w/ 1 Worker	31.92%
% Families w/ 2 Workers	48.58%
% Families w/ 3+ Workers	13.45%

<b>Current Year Housing Units</b>	
<i>Year Structure Built</i>	
% 1999 - Current Year	29.84%
% 1990 - 1998	19.88%
% 1980 - 1989	22.23%
% 1970 - 1979	12.51%
% Before 1970	15.54%
% Owner Occupied	77.59%
<b>Avg Home Value</b>	\$671,109

<b>2000 Population - Speaks at Home</b>	
<i>Persons 5+ years</i>	
% English	81.13%
% Spanish	10.04%
% French	0.49%
% German	0.41%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197TA Valpak of Los Angeles**  
**City/State: NEWBURY PARK, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	25.33%
<b>% 100,000 - \$149,999</b>	28.68%
<b>% 75,000 - 99,999</b>	15.07%
<b>% 50,000 - 74,999</b>	14.22%
<b>% 35,000 - 49,999</b>	6.87%
<b>% 25,000 - 34,999</b>	4.30%
<b>% Less Than 25,000</b>	5.54%
<b>Avg HH Income</b>	\$123,317

**Current Year Household Vehicles**

<b>% No Vehicles</b>	1.79%
<b>% 1 Vehicle</b>	19.16%
<b>% 2 Vehicles</b>	48.37%
<b>% 3 - 4 Vehicles</b>	28.78%
<b>% 5+ Vehicles</b>	1.90%

**2000 Population - Marital Status**

<b>% Married</b>	65.39%
<b>% Single/Divorced/Widowed</b>	34.61%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	0.83%
<b>% Age 25 - 34</b>	10.24%
<b>% Age 35 - 44</b>	19.54%
<b>% Age 45 - 54</b>	26.88%
<b>% Age 55 - 64</b>	22.50%
<b>% Age 65 Plus</b>	20.00%
<b>Median Age</b>	39.99

**Current Year Population - Race**

<b>% White</b>	85.28%
<b>% Black</b>	0.89%
<b>% Asian/Pacific Islander</b>	5.79%
<b>% Hispanic</b>	6.48%
<b>% Other (all others)</b>	1.56%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	54.81%
<b>% Age 25 - 54</b>	54.55%
<b>% Age 55+</b>	33.23%
<b>Median Adult Age</b>	47.90

**Current Year Population - Education**  
*Persons 25+ years*

<b>% College 4+ Years</b>	41.46%
<b>% College 1 - 3 Years</b>	38.18%
<b>% High School Graduate</b>	14.51%
<b>% Less than HS Graduate</b>	5.85%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	43.33%
<b>% Married w/Child</b>	37.60%

**Current Year Population - Occupation**  
*Persons 16+ years*

<b>% White Collar</b>	77.03%
<b>% Blue Collar</b>	11.01%

**2000 Household Size**

<b>% 1 Person HH</b>	13.08%
<b>% 2 Person HH</b>	33.69%
<b>% 3 - 4 Person HH</b>	40.47%
<b>% 5 Plus Person HH</b>	12.76%
<b>Current Year Avg HH Size</b>	2.86

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	6.56%
<b>% Families w/ 1 Worker</b>	26.14%
<b>% Families w/ 2 Workers</b>	52.19%
<b>% Families w/ 3+ Workers</b>	15.10%

**Current Year Housing Units**  
*Year Structure Built*

<b>% 1999 - Current Year</b>	29.88%
<b>% 1990 - 1998</b>	5.23%
<b>% 1980 - 1989</b>	11.73%
<b>% 1970 - 1979</b>	30.30%
<b>% Before 1970</b>	22.87%
<b>% Owner Occupied</b>	88.00%
<b>Avg Home Value</b>	\$690,971

**2000 Population - Speaks at Home**  
*Persons 5+ years*

<b>% English</b>	86.24%
<b>% Spanish</b>	6.57%
<b>% French</b>	0.54%
<b>% German</b>	0.80%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197TB Valpak of Los Angeles**  
**City/State: THOUSAND OAKS, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	19.60%
<b>% 100,000 - \$149,999</b>	18.96%
<b>% 75,000 - 99,999</b>	14.54%
<b>% 50,000 - 74,999</b>	17.04%
<b>% 35,000 - 49,999</b>	11.37%
<b>% 25,000 - 34,999</b>	5.95%
<b>% Less Than 25,000</b>	12.55%
<b>Avg HH Income</b>	\$104,556

**Current Year Household Vehicles**

<b>% No Vehicles</b>	6.64%
<b>% 1 Vehicle</b>	29.48%
<b>% 2 Vehicles</b>	43.26%
<b>% 3 - 4 Vehicles</b>	18.87%
<b>% 5+ Vehicles</b>	1.76%

**2000 Population - Marital Status**

<b>% Married</b>	53.24%
<b>% Single/Divorced/Widowed</b>	46.76%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	2.98%
<b>% Age 25 - 34</b>	15.22%
<b>% Age 35 - 44</b>	20.22%
<b>% Age 45 - 54</b>	22.14%
<b>% Age 55 - 64</b>	17.95%
<b>% Age 65 Plus</b>	21.49%
<b>Median Age</b>	37.52

**Current Year Population - Race**

<b>% White</b>	72.62%
<b>% Black</b>	0.96%
<b>% Asian/Pacific Islander</b>	8.96%
<b>% Hispanic</b>	15.46%
<b>% Other (all others)</b>	1.99%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	58.66%
<b>% Age 25 - 54</b>	56.06%
<b>% Age 55+</b>	32.17%
<b>Median Adult Age</b>	45.64

**Current Year Population - Education**  
*Persons 25+ years*

<b>% College 4+ Years</b>	38.49%
<b>% College 1 - 3 Years</b>	30.54%
<b>% High School Graduate</b>	17.40%
<b>% Less than HS Graduate</b>	13.57%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	36.89%
<b>% Married w/Child</b>	29.94%

**Current Year Population - Occupation**  
*Persons 16+ years*

<b>% White Collar</b>	70.53%
<b>% Blue Collar</b>	14.53%

**2000 Household Size**

<b>% 1 Person HH</b>	24.86%
<b>% 2 Person HH</b>	30.24%
<b>% 3 - 4 Person HH</b>	31.80%
<b>% 5 Plus Person HH</b>	13.10%
<b>Current Year Avg HH Size</b>	2.68

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	7.86%
<b>% Families w/ 1 Worker</b>	32.79%
<b>% Families w/ 2 Workers</b>	46.59%
<b>% Families w/ 3+ Workers</b>	12.76%

**Current Year Housing Units**  
*Year Structure Built*

<b>% 1999 - Current Year</b>	10.79%
<b>% 1990 - 1998</b>	11.87%
<b>% 1980 - 1989</b>	13.68%
<b>% 1970 - 1979</b>	34.75%
<b>% Before 1970</b>	28.92%
<b>% Owner Occupied</b>	60.54%
<b>Avg Home Value</b>	\$623,093

**2000 Population - Speaks at Home**  
*Persons 5+ years*

<b>% English</b>	73.57%
<b>% Spanish</b>	15.86%
<b>% French</b>	0.62%
<b>% German</b>	0.84%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197TC**      **Valpak of Los Angeles**  
**City/State: THOUSAND OAKS, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

<b>Current Year Household Income</b>	
<b>% 150,000 Plus</b>	32.07%
<b>% 100,000 - \$149,999</b>	20.65%
<b>% 75,000 - 99,999</b>	13.17%
<b>% 50,000 - 74,999</b>	12.43%
<b>% 35,000 - 49,999</b>	8.08%
<b>% 25,000 - 34,999</b>	4.47%
<b>% Less Than 25,000</b>	9.13%
<b>Avg HH Income</b>	\$142,888

<b>Current Year Household Vehicles</b>	
<b>% No Vehicles</b>	2.43%
<b>% 1 Vehicle</b>	25.00%
<b>% 2 Vehicles</b>	50.85%
<b>% 3 - 4 Vehicles</b>	20.92%
<b>% 5+ Vehicles</b>	0.81%

<b>2000 Population - Marital Status</b>	
<b>% Married</b>	62.82%
<b>% Single/Divorced/Widowed</b>	37.18%

<b>Current Year Head of Household Age</b>	
<b>% Age 24 and under</b>	1.86%
<b>% Age 25 - 34</b>	11.20%
<b>% Age 35 - 44</b>	19.32%
<b>% Age 45 - 54</b>	28.63%
<b>% Age 55 - 64</b>	22.02%
<b>% Age 65 Plus</b>	16.97%
<b>Median Age</b>	40.02

<b>Current Year Population - Race</b>	
<b>% White</b>	80.52%
<b>% Black</b>	1.37%
<b>% Asian/Pacific Islander</b>	7.99%
<b>% Hispanic</b>	8.55%
<b>% Other (all others)</b>	1.58%

<b>Current Year Adult Population</b>	
<b>% Age 18 - 49</b>	55.08%
<b>% Age 25 - 54</b>	55.97%
<b>% Age 55+</b>	32.52%
<b>Median Adult Age</b>	47.93

<b>Current Year Population - Education</b>	
<i>Persons 25+ years</i>	
<b>% College 4+ Years</b>	48.12%
<b>% College 1 - 3 Years</b>	32.43%
<b>% High School Graduate</b>	12.91%
<b>% Less than HS Graduate</b>	6.53%

<b>2000 HHs with Children</b>	
<b>% Total HHs w/Child</b>	42.06%
<b>% Married w/Child</b>	34.66%

<b>Current Year Population - Occupation</b>	
<i>Persons 16+ years</i>	
<b>% White Collar</b>	81.77%
<b>% Blue Collar</b>	9.22%

<b>2000 Household Size</b>	
<b>% 1 Person HH</b>	18.74%
<b>% 2 Person HH</b>	34.75%
<b>% 3 - 4 Person HH</b>	35.32%
<b>% 5 Plus Person HH</b>	11.20%
<b>Current Year Avg HH Size</b>	2.68

<b>2000 Population - Employment</b>	
<b>% Families w/ 0 Workers</b>	7.68%
<b>% Families w/ 1 Worker</b>	34.77%
<b>% Families w/ 2 Workers</b>	47.57%
<b>% Families w/ 3+ Workers</b>	9.98%

<b>Current Year Housing Units</b>	
<i>Year Structure Built</i>	
<b>% 1999 - Current Year</b>	14.97%
<b>% 1990 - 1998</b>	20.37%
<b>% 1980 - 1989</b>	31.26%
<b>% 1970 - 1979</b>	19.42%
<b>% Before 1970</b>	13.98%
<b>% Owner Occupied</b>	77.01%
<b>Avg Home Value</b>	\$682,961

<b>2000 Population - Speaks at Home</b>	
<i>Persons 5+ years</i>	
<b>% English</b>	82.04%
<b>% Spanish</b>	8.72%
<b>% French</b>	0.60%
<b>% German</b>	0.53%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197TCA Valpak of Los Angeles**  
**City/State: THOUSAND OAKS, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	24.31%
% 100,000 - \$149,999	25.19%
% 75,000 - 99,999	14.95%
% 50,000 - 74,999	15.85%
% 35,000 - 49,999	8.71%
% 25,000 - 34,999	4.67%
% Less Than 25,000	6.32%
<b>Avg HH Income</b>	<b>\$117,206</b>

**Current Year Household Vehicles**

% No Vehicles	3.90%
% 1 Vehicle	19.86%
% 2 Vehicles	44.54%
% 3 - 4 Vehicles	28.56%
% 5+ Vehicles	3.14%

**2000 Population - Marital Status**

% Married	57.76%
% Single/Divorced/Widowed	42.24%

**Current Year Head of Household Age**

% Age 24 and under	1.63%
% Age 25 - 34	10.92%
% Age 35 - 44	18.59%
% Age 45 - 54	26.25%
% Age 55 - 64	21.73%
% Age 65 Plus	20.88%
<b>Median Age</b>	<b>38.70</b>

**Current Year Population - Race**

% White	79.72%
% Black	0.74%
% Asian/Pacific Islander	5.60%
% Hispanic	11.99%
% Other (all others)	1.95%

**Current Year Adult Population**

% Age 18 - 49	55.76%
% Age 25 - 54	51.81%
% Age 55+	33.74%
<b>Median Adult Age</b>	<b>47.38</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	36.58%
% College 1 - 3 Years	35.21%
% High School Graduate	17.85%
% Less than HS Graduate	10.35%

**2000 HHs with Children**

% Total HHs w/Child	43.49%
% Married w/Child	36.53%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	72.78%
% Blue Collar	14.21%

**2000 Household Size**

% 1 Person HH	15.75%
% 2 Person HH	31.07%
% 3 - 4 Person HH	38.58%
% 5 Plus Person HH	14.60%
<b>Current Year Avg HH Size</b>	<b>2.94</b>

**2000 Population - Employment**

% Families w/ 0 Workers	8.24%
% Families w/ 1 Worker	28.11%
% Families w/ 2 Workers	48.79%
% Families w/ 3+ Workers	14.86%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	5.83%
% 1990 - 1998	4.67%
% 1980 - 1989	14.62%
% 1970 - 1979	30.17%
% Before 1970	44.71%
% Owner Occupied	80.25%
<b>Avg Home Value</b>	<b>\$687,946</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	81.24%
% Spanish	12.01%
% French	0.52%
% German	0.44%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197TD Valpak of Los Angeles**  
**City/State: WESTLAKE VILLAGE, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	30.00%
% 100,000 - \$149,999	17.88%
% 75,000 - 99,999	11.23%
% 50,000 - 74,999	15.92%
% 35,000 - 49,999	9.56%
% 25,000 - 34,999	6.16%
% Less Than 25,000	9.25%
<b>Avg HH Income</b>	<b>\$134,399</b>

**Current Year Household Vehicles**

% No Vehicles	2.28%
% 1 Vehicle	30.00%
% 2 Vehicles	46.79%
% 3 - 4 Vehicles	20.32%
% 5+ Vehicles	0.61%

**2000 Population - Marital Status**

% Married	59.78%
% Single/Divorced/Widowed	40.22%

**Current Year Head of Household Age**

% Age 24 and under	2.05%
% Age 25 - 34	9.23%
% Age 35 - 44	14.48%
% Age 45 - 54	23.94%
% Age 55 - 64	23.74%
% Age 65 Plus	26.55%
<b>Median Age</b>	<b>45.68</b>

**Current Year Population - Race**

% White	86.68%
% Black	0.96%
% Asian/Pacific Islander	5.14%
% Hispanic	5.67%
% Other (all others)	1.55%

**Current Year Adult Population**

% Age 18 - 49	46.55%
% Age 25 - 54	47.65%
% Age 55+	42.00%
<b>Median Adult Age</b>	<b>51.51</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	48.77%
% College 1 - 3 Years	32.74%
% High School Graduate	12.71%
% Less than HS Graduate	5.79%

**2000 HHs with Children**

% Total HHs w/Child	31.89%
% Married w/Child	25.76%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	82.14%
% Blue Collar	7.57%

**2000 Household Size**

% 1 Person HH	23.84%
% 2 Person HH	38.61%
% 3 - 4 Person HH	28.98%
% 5 Plus Person HH	8.57%
<b>Current Year Avg HH Size</b>	<b>2.46</b>

**2000 Population - Employment**

% Families w/ 0 Workers	12.53%
% Families w/ 1 Worker	33.37%
% Families w/ 2 Workers	44.89%
% Families w/ 3+ Workers	9.21%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	7.06%
% 1990 - 1998	7.36%
% 1980 - 1989	16.57%
% 1970 - 1979	44.57%
% Before 1970	24.44%
% Owner Occupied	76.39%
<b>Avg Home Value</b>	<b>\$675,641</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	83.53%
% Spanish	6.51%
% French	0.79%
% German	0.92%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197VA Valpak of Los Angeles**  
**City/State: VENTURA, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	14.18%
% 100,000 - \$149,999	22.73%
% 75,000 - 99,999	16.48%
% 50,000 - 74,999	19.57%
% 35,000 - 49,999	10.50%
% 25,000 - 34,999	6.13%
% Less Than 25,000	10.41%
<b>Avg HH Income</b>	<b>\$95,531</b>

**Current Year Household Vehicles**

% No Vehicles	4.37%
% 1 Vehicle	24.96%
% 2 Vehicles	46.86%
% 3 - 4 Vehicles	21.80%
% 5+ Vehicles	2.01%

**2000 Population - Marital Status**

% Married	57.25%
% Single/Divorced/Widowed	42.75%

**Current Year Head of Household Age**

% Age 24 and under	2.34%
% Age 25 - 34	12.57%
% Age 35 - 44	19.24%
% Age 45 - 54	25.59%
% Age 55 - 64	19.17%
% Age 65 Plus	21.11%
<b>Median Age</b>	<b>37.71</b>

**Current Year Population - Race**

% White	73.28%
% Black	1.36%
% Asian/Pacific Islander	4.36%
% Hispanic	18.25%
% Other (all others)	2.75%

**Current Year Adult Population**

% Age 18 - 49	57.73%
% Age 25 - 54	54.84%
% Age 55+	31.79%
<b>Median Adult Age</b>	<b>46.55</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	29.97%
% College 1 - 3 Years	38.72%
% High School Graduate	19.00%
% Less than HS Graduate	12.31%

**2000 HHs with Children**

% Total HHs w/Child	43.47%
% Married w/Child	33.38%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	69.18%
% Blue Collar	17.02%

**2000 Household Size**

% 1 Person HH	17.75%
% 2 Person HH	31.62%
% 3 - 4 Person HH	36.66%
% 5 Plus Person HH	13.97%
<b>Current Year Avg HH Size</b>	<b>2.83</b>

**2000 Population - Employment**

% Families w/ 0 Workers	9.54%
% Families w/ 1 Worker	25.82%
% Families w/ 2 Workers	50.16%
% Families w/ 3+ Workers	14.47%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	11.55%
% 1990 - 1998	11.23%
% 1980 - 1989	17.97%
% 1970 - 1979	25.92%
% Before 1970	33.33%
% Owner Occupied	71.73%
<b>Avg Home Value</b>	<b>\$656,639</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	79.84%
% Spanish	14.02%
% French	0.46%
% German	0.86%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197VB Valpak of Los Angeles**  
**City/State: VENTURA, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	14.77%
% 100,000 - \$149,999	18.49%
% 75,000 - 99,999	17.07%
% 50,000 - 74,999	20.80%
% 35,000 - 49,999	12.12%
% 25,000 - 34,999	6.15%
% Less Than 25,000	10.60%
<b>Avg HH Income</b>	<b>\$95,453</b>

**Current Year Household Vehicles**

% No Vehicles	4.96%
% 1 Vehicle	32.25%
% 2 Vehicles	43.44%
% 3 - 4 Vehicles	18.30%
% 5+ Vehicles	1.03%

**2000 Population - Marital Status**

% Married	51.98%
% Single/Divorced/Widowed	48.02%

**Current Year Head of Household Age**

% Age 24 and under	2.58%
% Age 25 - 34	11.15%
% Age 35 - 44	16.95%
% Age 45 - 54	23.52%
% Age 55 - 64	18.96%
% Age 65 Plus	26.84%
<b>Median Age</b>	<b>43.44</b>

**Current Year Population - Race**

% White	81.49%
% Black	0.88%
% Asian/Pacific Islander	3.37%
% Hispanic	11.66%
% Other (all others)	2.60%

**Current Year Adult Population**

% Age 18 - 49	50.19%
% Age 25 - 54	51.36%
% Age 55+	38.91%
<b>Median Adult Age</b>	<b>49.91</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	37.76%
% College 1 - 3 Years	37.48%
% High School Graduate	16.29%
% Less than HS Graduate	8.47%

**2000 HHs with Children**

% Total HHs w/Child	29.97%
% Married w/Child	21.81%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	72.51%
% Blue Collar	16.05%

**2000 Household Size**

% 1 Person HH	27.49%
% 2 Person HH	36.60%
% 3 - 4 Person HH	29.04%
% 5 Plus Person HH	6.87%
<b>Current Year Avg HH Size</b>	<b>2.37</b>

**2000 Population - Employment**

% Families w/ 0 Workers	11.73%
% Families w/ 1 Worker	32.44%
% Families w/ 2 Workers	45.55%
% Families w/ 3+ Workers	10.28%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	8.51%
% 1990 - 1998	2.42%
% 1980 - 1989	8.83%
% 1970 - 1979	16.52%
% Before 1970	63.72%
% Owner Occupied	66.64%
<b>Avg Home Value</b>	<b>\$643,769</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	86.31%
% Spanish	9.76%
% French	0.52%
% German	0.70%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197VE Valpak of Los Angeles**  
**City/State: OXNARD, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

<b>% 150,000 Plus</b>	10.63%
<b>% 100,000 - \$149,999</b>	17.37%
<b>% 75,000 - 99,999</b>	16.02%
<b>% 50,000 - 74,999</b>	23.51%
<b>% 35,000 - 49,999</b>	13.56%
<b>% 25,000 - 34,999</b>	7.17%
<b>% Less Than 25,000</b>	11.73%
<b>Avg HH Income</b>	\$85,419

**Current Year Household Vehicles**

<b>% No Vehicles</b>	4.44%
<b>% 1 Vehicle</b>	29.22%
<b>% 2 Vehicles</b>	43.50%
<b>% 3 - 4 Vehicles</b>	20.11%
<b>% 5+ Vehicles</b>	2.73%

**2000 Population - Marital Status**

<b>% Married</b>	45.17%
<b>% Single/Divorced/Widowed</b>	54.83%

**Current Year Head of Household Age**

<b>% Age 24 and under</b>	2.97%
<b>% Age 25 - 34</b>	13.27%
<b>% Age 35 - 44</b>	21.00%
<b>% Age 45 - 54</b>	22.51%
<b>% Age 55 - 64</b>	18.56%
<b>% Age 65 Plus</b>	21.69%
<b>Median Age</b>	36.63

**Current Year Population - Race**

<b>% White</b>	46.18%
<b>% Black</b>	3.36%
<b>% Asian/Pacific Islander</b>	5.70%
<b>% Hispanic</b>	42.62%
<b>% Other (all others)</b>	2.14%

**Current Year Adult Population**

<b>% Age 18 - 49</b>	59.87%
<b>% Age 25 - 54</b>	56.99%
<b>% Age 55+</b>	30.70%
<b>Median Adult Age</b>	44.77

**Current Year Population - Education**  
*Persons 25+ years*

<b>% College 4+ Years</b>	22.59%
<b>% College 1 - 3 Years</b>	31.74%
<b>% High School Graduate</b>	18.78%
<b>% Less than HS Graduate</b>	26.90%

**2000 HHs with Children**

<b>% Total HHs w/Child</b>	36.92%
<b>% Married w/Child</b>	25.30%

**Current Year Population - Occupation**  
*Persons 16+ years*

<b>% White Collar</b>	57.97%
<b>% Blue Collar</b>	23.67%

**2000 Household Size**

<b>% 1 Person HH</b>	21.02%
<b>% 2 Person HH</b>	32.67%
<b>% 3 - 4 Person HH</b>	26.62%
<b>% 5 Plus Person HH</b>	19.69%
<b>Current Year Avg HH Size</b>	3.10

**2000 Population - Employment**

<b>% Families w/ 0 Workers</b>	12.85%
<b>% Families w/ 1 Worker</b>	28.54%
<b>% Families w/ 2 Workers</b>	40.70%
<b>% Families w/ 3+ Workers</b>	17.91%

**Current Year Housing Units**  
*Year Structure Built*

<b>% 1999 - Current Year</b>	6.45%
<b>% 1990 - 1998</b>	4.90%
<b>% 1980 - 1989</b>	14.92%
<b>% 1970 - 1979</b>	26.21%
<b>% Before 1970</b>	47.51%
<b>% Owner Occupied</b>	59.04%
<b>Avg Home Value</b>	\$561,167

**2000 Population - Speaks at Home**  
*Persons 5+ years*

<b>% English</b>	54.34%
<b>% Spanish</b>	40.52%
<b>% French</b>	0.31%
<b>% German</b>	0.43%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197VF**      **Valpak of Los Angeles**  
**City/State: OXNARD, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

<b>Current Year Household Income</b>	
<b>% 150,000 Plus</b>	11.70%
<b>% 100,000 - \$149,999</b>	18.00%
<b>% 75,000 - 99,999</b>	15.93%
<b>% 50,000 - 74,999</b>	20.37%
<b>% 35,000 - 49,999</b>	13.82%
<b>% 25,000 - 34,999</b>	7.27%
<b>% Less Than 25,000</b>	12.91%
<b>Avg HH Income</b>	\$91,287

<b>Current Year Household Vehicles</b>	
<b>% No Vehicles</b>	4.92%
<b>% 1 Vehicle</b>	24.51%
<b>% 2 Vehicles</b>	39.02%
<b>% 3 - 4 Vehicles</b>	27.37%
<b>% 5+ Vehicles</b>	4.18%

<b>2000 Population - Marital Status</b>	
<b>% Married</b>	46.31%
<b>% Single/Divorced/Widowed</b>	53.69%

<b>Current Year Head of Household Age</b>	
<b>% Age 24 and under</b>	3.00%
<b>% Age 25 - 34</b>	15.00%
<b>% Age 35 - 44</b>	21.72%
<b>% Age 45 - 54</b>	22.58%
<b>% Age 55 - 64</b>	17.61%
<b>% Age 65 Plus</b>	20.09%
<b>Median Age</b>	31.42

<b>Current Year Population - Race</b>	
<b>% White</b>	29.86%
<b>% Black</b>	2.55%
<b>% Asian/Pacific Islander</b>	14.92%
<b>% Hispanic</b>	50.68%
<b>% Other (all others)</b>	1.98%

<b>Current Year Adult Population</b>	
<b>% Age 18 - 49</b>	65.31%
<b>% Age 25 - 54</b>	56.42%
<b>% Age 55+</b>	26.68%
<b>Median Adult Age</b>	41.49

<b>Current Year Population - Education</b>	
<i>Persons 25+ years</i>	
<b>% College 4+ Years</b>	16.38%
<b>% College 1 - 3 Years</b>	28.36%
<b>% High School Graduate</b>	20.20%
<b>% Less than HS Graduate</b>	35.05%

<b>2000 HHs with Children</b>	
<b>% Total HHs w/Child</b>	54.23%
<b>% Married w/Child</b>	41.85%

<b>Current Year Population - Occupation</b>	
<i>Persons 16+ years</i>	
<b>% White Collar</b>	49.44%
<b>% Blue Collar</b>	27.21%

<b>2000 Household Size</b>	
<b>% 1 Person HH</b>	11.32%
<b>% 2 Person HH</b>	21.78%
<b>% 3 - 4 Person HH</b>	31.99%
<b>% 5 Plus Person HH</b>	34.91%
<b>Current Year Avg HH Size</b>	4.05

<b>2000 Population - Employment</b>	
<b>% Families w/ 0 Workers</b>	7.32%
<b>% Families w/ 1 Worker</b>	27.63%
<b>% Families w/ 2 Workers</b>	37.89%
<b>% Families w/ 3+ Workers</b>	27.15%

<b>Current Year Housing Units</b>	
<i>Year Structure Built</i>	
<b>% 1999 - Current Year</b>	8.74%
<b>% 1990 - 1998</b>	7.59%
<b>% 1980 - 1989</b>	11.69%
<b>% 1970 - 1979</b>	31.87%
<b>% Before 1970</b>	40.11%
<b>% Owner Occupied</b>	69.35%
<b>Avg Home Value</b>	\$533,175

<b>2000 Population - Speaks at Home</b>	
<i>Persons 5+ years</i>	
<b>% English</b>	39.30%
<b>% Spanish</b>	48.28%
<b>% French</b>	0.26%
<b>% German</b>	0.30%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197VFA Valpak of Los Angeles**  
**City/State: CAMARILLO, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

<b>Current Year Household Income</b>	
% 150,000 Plus	16.48%
% 100,000 - \$149,999	20.76%
% 75,000 - 99,999	16.31%
% 50,000 - 74,999	19.59%
% 35,000 - 49,999	11.11%
% 25,000 - 34,999	5.73%
% Less Than 25,000	10.02%
<b>Avg HH Income</b>	\$101,079

<b>Current Year Household Vehicles</b>	
% No Vehicles	3.78%
% 1 Vehicle	25.71%
% 2 Vehicles	45.05%
% 3 - 4 Vehicles	23.56%
% 5+ Vehicles	1.90%

<b>2000 Population - Marital Status</b>	
% Married	58.98%
% Single/Divorced/Widowed	41.02%

<b>Current Year Head of Household Age</b>	
% Age 24 and under	2.72%
% Age 25 - 34	12.16%
% Age 35 - 44	17.37%
% Age 45 - 54	21.90%
% Age 55 - 64	20.16%
% Age 65 Plus	25.69%
<b>Median Age</b>	40.02

<b>Current Year Population - Race</b>	
% White	74.78%
% Black	1.71%
% Asian/Pacific Islander	7.25%
% Hispanic	14.09%
% Other (all others)	2.17%

<b>Current Year Adult Population</b>	
% Age 18 - 49	53.00%
% Age 25 - 54	51.19%
% Age 55+	37.14%
<b>Median Adult Age</b>	48.46

<b>Current Year Population - Education</b>	
<i>Persons 25+ years</i>	
% College 4+ Years	32.59%
% College 1 - 3 Years	36.98%
% High School Graduate	20.50%
% Less than HS Graduate	9.93%

<b>2000 HHs with Children</b>	
% Total HHs w/Child	37.92%
% Married w/Child	30.95%

<b>Current Year Population - Occupation</b>	
<i>Persons 16+ years</i>	
% White Collar	67.41%
% Blue Collar	18.33%

<b>2000 Household Size</b>	
% 1 Person HH	19.19%
% 2 Person HH	34.24%
% 3 - 4 Person HH	33.31%
% 5 Plus Person HH	13.26%
<b>Current Year Avg HH Size</b>	2.73

<b>2000 Population - Employment</b>	
% Families w/ 0 Workers	11.21%
% Families w/ 1 Worker	28.15%
% Families w/ 2 Workers	46.69%
% Families w/ 3+ Workers	13.95%

<b>Current Year Housing Units</b>	
<i>Year Structure Built</i>	
% 1999 - Current Year	10.67%
% 1990 - 1998	6.75%
% 1980 - 1989	11.25%
% 1970 - 1979	27.43%
% Before 1970	43.89%
% Owner Occupied	71.51%
<b>Avg Home Value</b>	\$668,637

<b>2000 Population - Speaks at Home</b>	
<i>Persons 5+ years</i>	
% English	80.12%
% Spanish	12.56%
% French	0.55%
% German	0.57%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197VG Valpak of Los Angeles**  
**City/State: CAMARILLO, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	23.08%
% 100,000 - \$149,999	21.64%
% 75,000 - 99,999	14.29%
% 50,000 - 74,999	15.09%
% 35,000 - 49,999	9.40%
% 25,000 - 34,999	5.65%
% Less Than 25,000	10.85%
<b>Avg HH Income</b>	<b>\$111,880</b>

**Current Year Household Vehicles**

% No Vehicles	3.04%
% 1 Vehicle	30.38%
% 2 Vehicles	44.95%
% 3 - 4 Vehicles	20.13%
% 5+ Vehicles	1.49%

**2000 Population - Marital Status**

% Married	65.09%
% Single/Divorced/Widowed	34.91%

**Current Year Head of Household Age**

% Age 24 and under	1.18%
% Age 25 - 34	8.94%
% Age 35 - 44	18.07%
% Age 45 - 54	25.27%
% Age 55 - 64	17.59%
% Age 65 Plus	28.96%
<b>Median Age</b>	<b>41.72</b>

**Current Year Population - Race**

% White	80.00%
% Black	1.29%
% Asian/Pacific Islander	8.02%
% Hispanic	8.66%
% Other (all others)	2.03%

**Current Year Adult Population**

% Age 18 - 49	52.35%
% Age 25 - 54	50.80%
% Age 55+	37.21%
<b>Median Adult Age</b>	<b>49.01</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	39.02%
% College 1 - 3 Years	38.05%
% High School Graduate	16.89%
% Less than HS Graduate	6.04%

**2000 HHs with Children**

% Total HHs w/Child	36.68%
% Married w/Child	31.25%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	74.14%
% Blue Collar	12.74%

**2000 Household Size**

% 1 Person HH	22.53%
% 2 Person HH	34.97%
% 3 - 4 Person HH	32.30%
% 5 Plus Person HH	10.20%
<b>Current Year Avg HH Size</b>	<b>2.58</b>

**2000 Population - Employment**

% Families w/ 0 Workers	14.19%
% Families w/ 1 Worker	26.52%
% Families w/ 2 Workers	47.89%
% Families w/ 3+ Workers	11.40%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	25.95%
% 1990 - 1998	13.45%
% 1980 - 1989	29.98%
% 1970 - 1979	26.97%
% Before 1970	3.64%
% Owner Occupied	84.46%
<b>Avg Home Value</b>	<b>\$622,691</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	84.41%
% Spanish	7.59%
% French	0.71%
% German	1.05%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197VH Valpak of Los Angeles**  
**City/State: OXNARD, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

<b>Current Year Household Income</b>	
% 150,000 Plus	9.84%
% 100,000 - \$149,999	19.70%
% 75,000 - 99,999	17.86%
% 50,000 - 74,999	21.88%
% 35,000 - 49,999	14.39%
% 25,000 - 34,999	6.70%
% Less Than 25,000	9.63%
<b>Avg HH Income</b>	<b>\$85,095</b>

<b>Current Year Household Vehicles</b>	
% No Vehicles	4.51%
% 1 Vehicle	26.53%
% 2 Vehicles	44.61%
% 3 - 4 Vehicles	22.11%
% 5+ Vehicles	2.24%

<b>2000 Population - Marital Status</b>	
% Married	50.95%
% Single/Divorced/Widowed	49.05%

<b>Current Year Head of Household Age</b>	
% Age 24 and under	3.58%
% Age 25 - 34	15.27%
% Age 35 - 44	21.78%
% Age 45 - 54	23.64%
% Age 55 - 64	18.56%
% Age 65 Plus	17.17%
<b>Median Age</b>	<b>33.79</b>

<b>Current Year Population - Race</b>	
% White	38.81%
% Black	5.91%
% Asian/Pacific Islander	9.22%
% Hispanic	43.85%
% Other (all others)	2.21%

<b>Current Year Adult Population</b>	
% Age 18 - 49	62.47%
% Age 25 - 54	57.81%
% Age 55+	28.31%
<b>Median Adult Age</b>	<b>43.72</b>

<b>Current Year Population - Education</b>	
<i>Persons 25+ years</i>	
% College 4+ Years	20.98%
% College 1 - 3 Years	33.61%
% High School Graduate	21.73%
% Less than HS Graduate	23.69%

<b>2000 HHs with Children</b>	
% Total HHs w/Child	48.66%
% Married w/Child	36.20%

<b>Current Year Population - Occupation</b>	
<i>Persons 16+ years</i>	
% White Collar	57.78%
% Blue Collar	23.51%

<b>2000 Household Size</b>	
% 1 Person HH	14.65%
% 2 Person HH	27.75%
% 3 - 4 Person HH	34.98%
% 5 Plus Person HH	22.62%
<b>Current Year Avg HH Size</b>	<b>3.36</b>

<b>2000 Population - Employment</b>	
% Families w/ 0 Workers	7.88%
% Families w/ 1 Worker	28.20%
% Families w/ 2 Workers	44.88%
% Families w/ 3+ Workers	19.03%

<b>Current Year Housing Units</b>	
<i>Year Structure Built</i>	
% 1999 - Current Year	7.10%
% 1990 - 1998	12.16%
% 1980 - 1989	22.68%
% 1970 - 1979	31.90%
% Before 1970	26.16%
% Owner Occupied	65.19%
<b>Avg Home Value</b>	<b>\$606,916</b>

<b>2000 Population - Speaks at Home</b>	
<i>Persons 5+ years</i>	
% English	54.47%
% Spanish	37.65%
% French	0.14%
% German	0.21%

Source: Nielsen Claritas - 2000 Census with current year projections

**Valpak® Direct Marketing Systems, Inc.**  
**Demographic Profile by NTA®**

**NTA®: 3197VI**      **Valpak of Los Angeles**  
**City/State: OXNARD, CA**

**Next Projected Mail Date: 08/27/2009**  
**Mail Qty: 10,000**

**Current Year Household Income**

% 150,000 Plus	8.78%
% 100,000 - \$149,999	17.82%
% 75,000 - 99,999	15.29%
% 50,000 - 74,999	21.52%
% 35,000 - 49,999	14.85%
% 25,000 - 34,999	7.60%
% Less Than 25,000	14.14%
<b>Avg HH Income</b>	<b>\$79,066</b>

**Current Year Household Vehicles**

% No Vehicles	6.49%
% 1 Vehicle	26.33%
% 2 Vehicles	42.73%
% 3 - 4 Vehicles	20.94%
% 5+ Vehicles	3.51%

**2000 Population - Marital Status**

% Married	46.61%
% Single/Divorced/Widowed	53.39%

**Current Year Head of Household Age**

% Age 24 and under	4.32%
% Age 25 - 34	18.23%
% Age 35 - 44	24.15%
% Age 45 - 54	22.57%
% Age 55 - 64	14.12%
% Age 65 Plus	16.60%
<b>Median Age</b>	<b>31.27</b>

**Current Year Population - Race**

% White	24.76%
% Black	4.22%
% Asian/Pacific Islander	9.09%
% Hispanic	60.16%
% Other (all others)	1.77%

**Current Year Adult Population**

% Age 18 - 49	67.99%
% Age 25 - 54	60.89%
% Age 55+	23.56%
<b>Median Adult Age</b>	<b>40.83</b>

**Current Year Population - Education**  
*Persons 25+ years*

% College 4+ Years	14.07%
% College 1 - 3 Years	26.33%
% High School Graduate	18.54%
% Less than HS Graduate	41.07%

**2000 HHs with Children**

% Total HHs w/Child	52.77%
% Married w/Child	40.13%

**Current Year Population - Occupation**  
*Persons 16+ years*

% White Collar	48.96%
% Blue Collar	28.13%

**2000 Household Size**

% 1 Person HH	13.48%
% 2 Person HH	23.02%
% 3 - 4 Person HH	33.42%
% 5 Plus Person HH	30.08%
<b>Current Year Avg HH Size</b>	<b>3.88</b>

**2000 Population - Employment**

% Families w/ 0 Workers	7.99%
% Families w/ 1 Worker	26.82%
% Families w/ 2 Workers	42.36%
% Families w/ 3+ Workers	22.84%

**Current Year Housing Units**  
*Year Structure Built*

% 1999 - Current Year	30.79%
% 1990 - 1998	10.89%
% 1980 - 1989	8.78%
% 1970 - 1979	14.26%
% Before 1970	35.27%
% Owner Occupied	62.64%
<b>Avg Home Value</b>	<b>\$535,150</b>

**2000 Population - Speaks at Home**  
*Persons 5+ years*

% English	38.52%
% Spanish	56.53%
% French	0.12%
% German	0.10%

Source: Nielsen Claritas - 2000 Census with current year projections