

XYZ Healthcare Institution, Anytown USA

Acqisition Net List Count Report

March, 2006

Jay Reardon Healthcare Direct Mail Program

| List ID | Name | Original Count | Thank You MB/House | Total |
|--------------------------|-----------------------------|----------------|--------------------|---------------|
| 03 | Emergency patients 70-79 | 298 | 298 | 596 |
| 04 | Emergency patients 80-89 | 266 | 266 | 532 |
| 05 | Inpatients 50-59 | 271 | 271 | 542 |
| 06 | Inpatients 60-69 | 386 | 386 | 772 |
| 07 | Inpatients 70-79 | 447 | 447 | 894 |
| 08 | Inpatients 80-89 | 304 | 304 | 608 |
| 10 | Outpatients 60-69 | 6,215 | 6,215 | 12,430 |
| 11 | Outpatients 70-79 | 5,123 | 5,123 | 10,246 |
| 12 | Outpatients 80-89 | 2,791 | 2,791 | 5,582 |
| 14 | Lapsed Donors | 376 | 376 | 752 |
| 16 | 499 and Below | 1,699 | 1,699 | 3,398 |
| House List Total | | 18,176 | 18,176 | 36,352 |
| 50 | AICR Age 50+ | 192 | 21 | 213 |
| 51 | Alzheimers Association | 278 | 32 | 310 |
| 52 | Alzheimers Disease Research | 0 | 0 | 0 |
| 53 | American Heart | 301 | 190 | 491 |
| 54 | American Lung | 636 | 118 | 754 |
| 55 | Cystic Fibrosis | 412 | 104 | 516 |
| 56 | Habitat for Humanity | 345 | 1 | 346 |
| 57 | National Easter Seals | 579 | 355 | 934 |
| 58 | VFW | 801 | 202 | 1,003 |
| Rental List Total | | 3,544 | 1,023 | 4,567 |
| Acquisition Total | | 21,720 | 19,199 | 40,919 |
| Renewal Total | | 1,162 | 1,162 | 2,324 |
| Mailing Total | | 22,882 | 20,361 | 43,243 |