

# MILLARD GROUP INCENTIVES

## Special Pricing and Incentive Programs

 <p>1-800-flowers.com Your florist of choice.</p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising/Membership \$55/M Base Rate</li> <li>• Publishing \$55/M Base Rate</li> <li>• Insurance \$75/M Base Rate</li> <li>• Non-Competitive Catalogers \$85/M Base Rate</li> </ul>
	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising/Membership \$65/M Base with no select charges for <b>New Tests</b></li> <li>• Publishing \$65/M all inclusive for <b>New Tests</b></li> <li>• Food \$65/M all inclusive for <b>New Tests</b></li> </ul>
<p>Abercrombie &amp; Fitch</p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Non-Competitive Catalogers \$85/M All Inclusive Rate</li> <li>• Fundraising \$55/M All Inclusive Rate</li> <li>• Publishing \$55/M All Inclusive Rate</li> <li>• Food \$70/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$60/M Base Rate (<i>9/15/09</i>)</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul>
	<p><b>SPECIAL TEST PRICING</b> (<i>thru 9/15/09</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$60/M Base Rate</li> <li>• Publishing \$60/M Base Rate</li> <li>• Food \$60/M Base Rate</li> <li>• Non-Competitive \$85/M Base Rate</li> </ul>
 <p>ACTIVE GEAR FOR POWERFUL WOMEN</p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base</li> <li>• Membership \$70/M Base</li> <li>• Publishing \$70/M Base</li> </ul>
<p>AEROSOLEES.</p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>1<sup>st</sup> Timers</i>)</p> <ul style="list-style-type: none"> <li>• Publishing \$50/M All Inclusive Rate</li> <li>• Fundraising \$50/M All Inclusive Rate</li> </ul>
<p><b>Afficient Sport Event Participants</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> </ul>
<p>AMERICAN EXPRESS publishing</p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising/Nonprofit mailers receive a \$70/M Base, \$15/M Selection Cap, 85% Net with \$8/M Run Charges. <i>Promo Code NP09</i> PLUS...we'll conduct a drawing of tests placed in 2009 and award a <b>\$500 donation</b> to the mailer's cause. Quarterly donations of \$100 will also be awarded.</li> <li>• Catalog mailers receive a \$75/M base, \$15/M selection cap (\$20/M for Z-24), and 75% net with \$8/M run charges. <i>Promo Code CAT09</i>.</li> <li>• Continuation mailers on the AmEx Publishing Magazine files can test the Membership Club or Product Buyer file at 50% off the Base and \$15/M Selection Cap. <i>Promo Code CLUB09</i></li> </ul>

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	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M All Inclusive Rate</li> <li>• Publishing \$55/M All Inclusive Rate</li> <li>• Children's Mailers \$75/M Plus Z-24 Fee</li> <li>• Gift/Home Select Fees Waived</li> </ul>
<p style="text-align: center;"><b>APPLESEED'S</b></p>	<p><b>SPECIAL PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Food \$75/M All Inclusive Rate</li> <li>• Non-Competitive Catalogers \$85/M All Inclusive Permanent Rate</li> </ul> <p><b>SPECIAL TEST PRICING – PIP &amp; Catalog Blow-In</b></p> <ul style="list-style-type: none"> <li>• Fundraising - PIP \$36/M</li> <li>• Fundraising – Catalog BI \$21/M</li> </ul>
<p style="text-align: center;"><i>Art Institute of Chicago</i></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul>
<p style="text-align: center;"><b>THE Atlantic</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Catalog \$80/M Base Rate</li> </ul>
<p style="text-align: center;"><b>ART &amp; ARTIFACT™</b> CREATING A BEAUTIFUL HOME™</p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>) (<i>thru 9/15/09</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M All Inclusive Rate (<i>Mailer has not tested in the last 12 months</i>)</li> </ul>
<p style="text-align: center;"><b>AutoSport</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$75/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Non-Affinity Catalog \$65/M Base Rate</li> <li>• Affinity Catalog \$75/M Base Rate</li> </ul>

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	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Publishing \$65/M Base Rate</li> <li>• Membership \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> <li>• Food \$80/M Base Rate</li> <li>• Insurance \$70/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>) (<i>thru 9/15/09</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M All Inclusive Rate(<i>Mailer has not tested in the last 12 months</i>)</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> </ul>
<p style="text-align: center;"><b>BLAIR</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate (<i>enhanced fees apply</i>)</li> <li>• Publishing \$75/M Base Rate (<i>enhanced fees apply</i>)</li> <li>• Food \$75/M Base Rate (<i>enhanced fees apply</i>)</li> </ul>
<p style="text-align: center;">Bloomingdale's by Mail</p>	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Base Rate</li> <li>• Publishing \$65/M All Inclusive Base Rate</li> <li>• Non-Competitive Catalogers \$85/M All Inclusive Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising/Membership \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul>
<p style="text-align: center;"><b>Body Central</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Children's Mailers \$80/M All Inclusive Rate</li> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Non-Competitive Mailers \$85/M All Inclusive Rate</li> </ul>
<p style="text-align: center;"><b>BOSTON PROPER</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Children's Mailers \$70/M All Inclusive Rate</li> <li>• Fundraising \$55/M All Inclusive Rate</li> <li>• Gift/Home \$75/M All Inclusive Rate</li> <li>• Publishing \$55/M All Inclusive Rate</li> </ul>








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### Special Pricing and Incentive Programs

	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• \$65/M Base Rate, \$5/M per select up to \$15/M</li> <li>• Fundraising \$55/M All Inclusive Rate</li> <li>• Publishing \$55/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> <li>• Non-competitive catalog \$85/M All-Inclusive Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M All-Inclusive Rate</li> <li>• Publishing \$55/M All-Inclusive Rate</li> </ul> <p>*Mailer responsible for enhanced fee's if applicable</p>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M Base Rate</li> <li>• Publishing \$55/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Consumer Catalog Rate \$85/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate <i>(enhanced fees apply)</i></li> <li>• Food/Publishing \$75/M Base Rate <i>(enhanced fees apply)</i></li> <li>• Home Décor \$85/M Base Rate <i>(enhanced fees apply)</i></li> </ul>
	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• \$100/M All Inclusive Test Rate through 2008 <i>(enhanced fees apply)</i></li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b> <i>(enhanced fees apply)</i></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Non Affinity \$100/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Publishing \$75/M Base Rate</li> </ul>

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### Special Pricing and Incentive Programs

 <i>fresh baked cookies, desserts &amp; gifts</i>	<b>SPECIAL PRICING</b> <ul style="list-style-type: none"> <li>• Fundraising \$55/M Base Rate</li> <li>• Apparel/Accessory \$85/M Base Rate</li> <li>• General Merchandise/Houseware \$75/M Base Rate</li> </ul>
<b>Christian Book Distributors</b>	<b>SPECIAL PRICING</b> <ul style="list-style-type: none"> <li>• Publishing \$85/M Base Rate</li> </ul>
	<b>SPECIAL PRICING</b> <ul style="list-style-type: none"> <li>• Fundraising \$55/M Base Rate</li> <li>• Publishing \$75/M Base Rate</li> </ul>
<b>Colonial Williamsburg</b>	<b>SPECIAL PRICING</b> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> </ul>
	<b>SPECIAL PRICING</b> <ul style="list-style-type: none"> <li>• Fundraising/Non-Profit \$70/M Base, all non-enhanced selects waived</li> <li>• Catalog \$80/M Base, all non-enhanced selects waived</li> <li>• All Other Mailers (excluding publishing) \$85/M Base, all non-enhanced selects waived</li> </ul>
	<b>SPECIAL PRICING</b> <ul style="list-style-type: none"> <li>• Fundraising \$85/M Base Rate + select charges waived on all Tests</li> <li>• Catalog Rate \$75/M Base Rate</li> </ul>
	<b>SPECIAL PRICING</b> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul>
<b>Crow's Nest Trading Co.</b>	<b>SPECIAL PRICING</b> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> </ul>
	<b>SPECIAL TEST PRICING (enhanced fees apply)</b> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Non-Competitive Mailers \$75/M Base Rate and \$10/M Select Cap</li> </ul> <b>SPECIAL PRICING</b> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate of Core Selects (enhanced fees apply)</li> </ul>
	<b>SPECIAL TEST PRICING (enhanced fees apply)</b> <ul style="list-style-type: none"> <li>• Adult Apparel \$85/M All Inclusive Rate</li> <li>• Accessories \$85/M All Inclusive Rate</li> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> </ul>
	<b>SPECIAL PRICING</b> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul> <b>SPECIAL TEST PRICING (thru 8/31/09)</b> <ul style="list-style-type: none"> <li>• Non-Apparel \$100/M All Inclusive Rate</li> <li>• Fundraising \$50/M All Inclusive Rate</li> <li>• Publishing \$50/M All Inclusive Rate</li> </ul>








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	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate <i>(enhanced fees apply)</i></li> <li>• Food/Publishing \$75/M Base Rate <i>(enhanced fees apply)</i></li> <li>• Home Décor \$85/M Base Rate <i>(enhanced fees apply)</i></li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishers \$65/M Base Rate for all non-competitive offers</li> <li>• Food \$75/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Food \$80/M Base Rate for all offers</li> <li>• Apparel/Accessories \$80/M Base Rate for all orders <i>(selections apply)</i></li> <li>• Children's \$80/M Base Rate for all orders <i>(selections apply)</i></li> <li>• Fundraising \$65/M All Inclusive Base Rate</li> <li>• Publishers \$65/M Base Plus 50% Off Selects</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Non-Profit \$80/M Base Rate</li> <li>• Non-competitive Publishing \$105/M Base Rate</li> <li>• Catalog \$100/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base</li> <li>• Affinity Publishers \$90/M Base Rate for all non-competitive offers</li> <li>• Non-Competitive Publishing \$70/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING (Retail &amp; Internet)</b></p> <ul style="list-style-type: none"> <li>• Non Competitive Catalogers \$75/M Base Rate</li> <li>• Fundraising \$65/M All Inclusive Base Rate</li> <li>• Membership \$65/M All Inclusive Base Rate</li> <li>• Publishing \$65/M All Inclusive Base Rate</li> </ul> <p><b>SPECIAL PRICING (Catalog)</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Non-Competitive \$85/M Base Rate</li> <li>• Regional Publication Waive state, scf and Zip fees.</li> <li>• Catalog Offers \$80/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Publishing \$65/M Base Rate</li> <li>• Fundraising \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Publishing \$65/M Base Rate</li> <li>• Fundraising \$70/M Base Rate</li> </ul>

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	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Catalogers \$90/M All Inclusive Base Rate</li> <li>• Food \$75/M All Inclusive Base Rate</li> <li>• Fundraising \$75/M Base Rate; No select fees</li> <li>• Top Broker Contest – Winners Receive Tickets to Martha’s Daytime Show</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M All Inclusive Base Rate <i>(enhanced fees apply)</i></li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Catalogers \$80/M Base Rate</li> <li>• Fundraising \$70/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Catalogers \$80/M Base Rate</li> <li>• Fundraising \$70/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Catalogers \$80/M Base Rate</li> <li>• Fundraising \$70/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Catalogers \$80/M Base Rate</li> <li>• Fundraising \$70/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Publishing \$80/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b><i>(thru 9/15/09)</i></p> <ul style="list-style-type: none"> <li>• Non-Competitive Mailer \$50/M Base Rate <i>(for mailers who have not used the list in the past 12 months)</i></li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Publishing \$75/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Food \$70/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Food \$70/M Base Rate</li> <li>• Fundraising \$65/M All Inclusive Base Rate <i>(Core File Only)</i></li> <li>• Publishing \$65/M Base Plus 50% Off Selects <i>(Core File Only)</i></li> <li>• Children’s \$80/M Base Rate</li> <li>• Apparel/Accessories \$80/M Base Rate</li> </ul>

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	<p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Food \$75/M All Inclusive Rate</li> <li>• Non-Competitive \$100/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M All Inclusive Rate</li> <li>• Publishing \$70/M All Inclusive Rate</li> <li>• Food \$75/M All Inclusive Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Non-Competitive \$100/M All Inclusive Base Rate (<i>enhanced fees apply</i>)</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Non-Competitive \$80/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M All Inclusive</li> <li>• Publishing \$70/M All Inclusive</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Publishing \$65/M Base Rate</li> <li>• Fundraising \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Publishing \$65/M Base Rate</li> <li>• Fundraising \$65/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$80/M Base, 85% Net with \$8/M Run Charges on 25,000+ Names; Donor Select \$10/M</li> </ul> <p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• \$90/M All Inclusive Rate t</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Catalogers \$90/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Food \$75/M All Inclusive Rate (<i>Enhancements extra; \$22/M for Z24</i>)</li> </ul> <p><b>SPECIAL TEST PRICING THRU 7/30/08</b></p> <ul style="list-style-type: none"> <li>• Non-Apparel \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Non-Competitive \$85/M All Inclusive Rate-including apparel offers</li> </ul>

# MILLARD GROUP INCENTIVES

## Special Pricing and Incentive Programs

	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$65/M Base Rate</li> <li>Publishing \$65/M Base Rate</li> </ul>
<p><b>Healthy Living</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Home Décor \$65/M Base Rate <i>(selects waived except for enhancement charges)</i></li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>General Merchandise \$85/M Base Rate</li> <li>Houseware \$85/M Base Rate</li> <li>Home Furnishing \$85/M Base Rate</li> <li>Food \$75/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$55/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$70/M Base Rate</li> <li>Non-Competitive Catalog \$75/M Base Rate</li> </ul>
 <p><small>PLANTS FOR THE WESTERN GARDEN AND BEYOND</small></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$75/M Base Rate</li> <li>Publishing \$75/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Publishing \$65/M Base Rate</li> <li>Fundraising \$65/M Base Rate</li> <li>Food \$75/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> <i>(enhanced fees apply)</i></p> <ul style="list-style-type: none"> <li>Non-Competitive Catalogers \$85/M All Inclusive Rate</li> <li>Fundraising \$55/M All Inclusive Rate</li> <li>Publishing \$55/M All Inclusive Rate</li> <li>Food \$70/M All Inclusive Rate</li> </ul>
<p><b>HOME DECORATORS</b> — collection —</p>	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>Publishing &amp; Nonprofit \$50/M All Inclusive Rate</li> <li>Non-Competitive Mailers \$60/M Test Rate <i>(for mailers who have not used the list in the past 12 months)</i></li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$70/M Base Rate</li> <li>Publishing \$70/M Base Rate</li> </ul>
<p><b>IMPROVEMENTS</b><sup>®</sup> ...for your home, inside and out</p>	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>First time Publishing &amp; Nonprofit \$50/M All Inclusive Rate <i>(1<sup>st</sup> 10 Mailers)</i></li> </ul>
<p>Nature Comes Alive</p> 	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$70/M Base Rate</li> <li>Publishing \$70/M Base Rate</li> </ul>
 <p><small>THE JOURNAL OF MULTISPORT</small></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$75/M Base Rate</li> </ul>

## MILLARD GROUP INCENTIVES

### Special Pricing and Incentive Programs

	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PERMANENT PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All-Inclusive Rate</li> <li>• Publishing \$65/M All-Inclusive Rate</li> <li>• Non-Competitive Catalogers \$65/M All-Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> </ul>
<p><b>Jessica London</b></p>	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M All Inclusive (<i>enhanced fees apply</i>)</li> <li>• Publishing \$55/M All Inclusive (<i>enhanced fees apply</i>)</li> <li>• Non-Competitive Catalog \$85/M All-Inclusive (<i>enhanced fees apply</i>)</li> </ul>
<p>Johnston &amp; Murphy</p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Non-Apparel \$85/M Base Rate</li> <li>• Insurance Offers \$80/M All Inclusive Base Rate</li> <li>• Financial Offers \$80/M All Inclusive Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Publishing \$65/M Base Rate</li> <li>• Fundraising \$65/M Base rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Publishing \$65/M Base Rate</li> <li>• Fundraising \$65/M Base rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Publishing \$65/M Base Rate</li> <li>• Fundraising \$65/M Base rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$75/M Base Rate</li> </ul>
<p><b>Just My Size</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Food \$75/M All Inclusive Rate (<i>enhancements extra; \$22/M for Z24</i>)</li> </ul> <p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Non-Apparel \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Non-Children's Offers \$50/M All Inclusive Rate (<i>enhancements fees apply</i>)</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> </ul>

# MILLARD GROUP INCENTIVES

## Special Pricing and Incentive Programs

	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Publishing \$75/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$75/M Base Rate</li> <li>• Food \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Non Competitive Catalogers \$80/M All-Inclusive Rate (<i>enhanced fees apply</i>)</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Catalogers \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Catalogers \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• General Merchandise \$85/M Base Rate</li> <li>• Houseware \$85/M Base Rate</li> <li>• Home Furnishing \$85/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Catalogers \$90/M All Inclusive Base Rate</li> <li>• Food \$75/M All Inclusive Base Rate</li> <li>• Fundraising \$75/M All Inclusive Base Rate</li> <li>• Top Broker Contest – Winners Receive Tickets to Martha’s Daytime Show</li> </ul>
<p><b>Mason Properties</b>  <i>Includes: Auditions, B.A. Mason, E.T. Wright, K. Jordan, Maryland Square, Mason Easy Pay, Massey’s Credit, Wisconsin Trader</i></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul>
<p><b>Mason Enhanced Masterfile</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING (<i>enhanced fees apply</i>)</b></p> <ul style="list-style-type: none"> <li>• Publishing \$55/M All Inclusive Rate</li> <li>• Fundraising \$55/M All Inclusive Rate</li> <li>• Food \$65/M All Inclusive Rate</li> <li>• Non-Competitive Catalogers \$75/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PERMANENT PRICING (<i>enhanced fees apply</i>)</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M All Inclusive Rate</li> <li>• Publishing \$75/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$75/M All Inclusive Rate</li> </ul>

# MILLARD GROUP INCENTIVES

## Special Pricing and Incentive Programs

<b>MONTICELLO</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Apparel \$85/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>thru 8/31/09</i>)</p> <ul style="list-style-type: none"> <li>• Non-Competitive Mailers \$75/M All Inclusive Rate (<i>have not tested in last 12 months</i>)</li> </ul>
<b>Moosejaw</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$75/M Base Rate</li> </ul>
 <b>Motherwear™</b>	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$60/M All Inclusive Rate</li> <li>• Gift &amp; Home \$75/M All Inclusive Rate</li> <li>• Adult Apparel/Acce \$75/M All Inclusive Rate</li> <li>• Publishing \$60/M All Inclusive Rate</li> </ul>
<b>MOUNTAIN GEAR</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> </ul>
<b>My Personalized Gifts by Wellconnected</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> </ul>
<b>NAPA STYLE™</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Apparel \$75/M Base Rate</li> </ul>
 <i>Ranger Rick, Your Big Backyard and Wild Animal Baby</i>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Catalog \$70/M Base Rate</li> </ul>
<b>Nature's Jewelry®</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
<i>The New</i> <b>REPUBLIC</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$85/M Base Rate</li> <li>• Non-Political Fundraising \$75/M Base Rate</li> <li>• Catalog \$75/M Base Rate</li> </ul>
<i>Norm Thompson</i>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M All Inclusive</li> <li>• Publishing \$70/M All Inclusive</li> </ul>
<i>Norm Thompson</i> <i>Corporate Masterfile</i>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Publishing \$70/M all inclusive</li> <li>• Catalog Offers \$70/M all inclusive (cross database only; not list specific)</li> </ul>

## MILLARD GROUP INCENTIVES

### Special Pricing and Incentive Programs

	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
<p><b>One Hanes Place</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Food \$75/M All Inclusive Rate (Enhancements extra; \$22/M for Z24)</li> </ul> <p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Non-Apparel \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Apparel \$65/M All Inclusive Rate thru 6/09</li> <li>• Fundraising \$65/M All Inclusive Rate thru 7/09</li> <li>• Publishing \$65/M All Inclusive Rate thru 7/09</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Non-Affinity Publishing \$85/M Base Rate</li> </ul>
	<p><b>SPECIAL TEST PRICING</b> (Includes Masterfile and all Orvis Division lists) (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All-Inclusive Test Rate</li> <li>• Publishing \$65/M All-Inclusive Test Rate</li> <li>• Non-Competitive Catalogers \$100/M All Inclusive</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Non-Affinity Catalog \$75/M Base Rate</li> </ul>
<p><b>Park Seed</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing Non-Competitive \$65/M Base Rate</li> <li>• Publishing Garden \$75/M Base Rate</li> <li>• Food \$70/M Base Rate</li> </ul>
<p><b>Paul Fredrick</b></p>	<p><b>SPECIAL PERMANENT PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$50/M All Inclusive Rate</li> <li>• Publishing \$50/M All Inclusive Rate</li> <li>• Non-Competitive Cataloger \$70/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$50/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$50/M Base Rate</li> <li>• Catalog \$85/M Base Rate (Non-Technology Related)</li> </ul>
<p><b>Pendleton</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Non-Apparel Catalog \$85/M Base Rate</li> </ul>

## MILLARD GROUP INCENTIVES

### Special Pricing and Incentive Programs

<b>Pendleton Home</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Non-Competitive Catalogers \$85/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Non-Affinity \$65/M Base Rate</li> <li>• Publishing \$75/M Base Rate</li> </ul>
<b>Plow &amp; Hearth.</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• \$65/M Catalog Base Rate with \$5/M selection fees, capped at \$15/M as a reciprocal deal</li> <li>• Fundraising \$55/M All Inclusive Base Rate (<i>enhanced fees waived for testing</i>)</li> <li>• Publishing \$55/M All Inclusive Base Rate (<i>enhanced fees waived for testing</i>)</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M Base Rate</li> <li>• Apparel/Accessory \$85/M Base Rate</li> <li>• General Merchandise/Houseware \$75/M Base Rate</li> </ul>
<b>Potpourri</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
<b>PROBLEM SOLVERS</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• \$65/M Catalog Base Rate with \$5/M selection fees, capped at \$15/M as a reciprocal deal</li> <li>• Fundraising \$55/M All Inclusive Base Rate (<i>enhanced fees waived for testing</i>)</li> <li>• Publishing \$55/M All Inclusive Base Rate (<i>enhanced fees waived for testing</i>)</li> </ul>
Premiere Nationwide Response Ailment File	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> </ul>
<b>Pyramid Collection</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
<b>RACELINE DIRECT</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> <li>• Food \$75/M Base Rate</li> <li>• Non-Affinity Catalog \$70/M Base Rate, \$15/M Select Cap</li> </ul>
RESTORATION HARDWARE	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> <li>• Membership \$70/M Base Rate</li> </ul>

# MILLARD GROUP INCENTIVES

## Special Pricing and Incentive Programs

	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M All Inclusive</li> <li>• Publishing \$70/M All Inclusive</li> </ul>
<p><b>Select Seeds</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Publishing \$75/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
<p><b>SHADES OF LIGHT</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> <li>• Apparel \$90/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Publishing \$25/M All Inclusive Rate</li> <li>• Fundraising \$25/M All Inclusive Rate</li> <li>• Non-competitive Mailers \$40/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>) (<i>thru 9/15/09</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M All Inclusive Rate (<i>Mailer has not tested in the last 12 months</i>)</li> </ul>
<p>Sky &amp; Telescope Magazine, Product Buyers, and SkyWatch</p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Consumer Catalog Rate \$85/M Base Rate</li> </ul>
<p>SmartPak Equine &amp; SmartPak Canine</p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Non-Competitive \$70/M Base Rate</li> </ul>
<p>Soft Surroundings</p>	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• Non-Apparel \$100/M All Inclusive Rate</li> <li>• Fundraising \$50/M All Inclusive Rate</li> <li>• Publishing \$50/M All Inclusive Rate</li> </ul> <p>All mailers qualify to test internet or omit internet buyers with a complimentary source select</p>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M All Inclusive Rate</li> <li>• Publishing \$70/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising/Nonprofit mailers receive a \$70/M Base, \$15/M Selection Cap, 85% Net with \$8/M Run Charges. <i>Promo Code NP09</i> PLUS...we'll conduct a drawing of tests placed in 2009 and award a <b>\$500 donation</b> to the mailer's cause. Quarterly donations of \$100 will also be awarded.</li> <li>• Catalog mailers receive a \$75/M base, \$15/M selection cap (\$20/M for Z-24), and 75% net with \$8/M run charges. <i>Promo Code CAT09</i>.</li> </ul>

## MILLARD GROUP INCENTIVES

### Special Pricing and Incentive Programs

 <p><b>SOUTHWEST INDIAN FOUNDATION</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Publishing \$70/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul>
 <p><b>STONEWALL KITCHEN</b> <i>Creators of Specialty Foods</i></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> </ul>
 <p><b>The Stitchery</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
 <p><b>Support Plus</b> <i>Support, Comfort, Independence</i></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>) (<i>thru 9/15/09</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M All Inclusive Rate (<i>Mailer has not tested in the last 12 months</i>)</li> </ul>
 <p><b>TALBOTS</b> <i>Established 1947</i></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Non-Apparel \$85/M Base Rate</li> <li>• Fundraising/Membership \$60/M Base Rate</li> <li>• Publishing \$60/M Base Rate</li> <li>• Food \$60/M Base Rate</li> <li>• Gardening \$85/M Base Rate</li> </ul>
 <p><b>Talbots kids</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Non-Apparel \$85/M Base Rate</li> <li>• Fundraising \$65/M All Inclusive Base Rate</li> </ul>
 <p><b>The Taunton Press</b> <i>Inspiration for hands-on living™</i></p> <p><b>Masterfile</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Catalog \$80/M Base Rate</li> </ul>
 <p><b>Tender Heart</b> treasures™</p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Food \$65/M Base Rate</li> </ul>
 <p><b>TERRY'S VILLAGE</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> </ul>
 <p><b>threads</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Catalogers \$80/M Base Rate</li> <li>• Fundraising \$70/M Base Rate</li> </ul>
 <p><b>TIFFANY &amp; Co.</b></p>	<p><b>SPECIAL PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>• Fundraising \$50/M All Inclusive Rate good thru 8/31/09</li> <li>• Publishing \$70/M Base Rate</li> <li>• Food \$70/M Base Rate</li> </ul>

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	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising/Nonprofit mailers receive a \$70/M Base, \$15/M Selection Cap, 85% Net with \$8/M Run Charges. <i>Promo Code NP09</i> PLUS...we'll conduct a drawing of tests placed in 2009 and award a <b>\$500 donation</b> to the mailer's cause. Quarterly donations of \$100 will also be awarded.</li> <li>Catalog mailers receive a \$75/M base, \$15/M selection cap (\$20/M for Z-24), and 75% net with \$8/M run charges. <i>Promo Code CAT09.</i></li> </ul>
	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>Publishing mailers receive \$85/M Base, \$15/M Selection Cap, 85% Net with \$8/M Run Charges. <i>Promo Code TIHE09</i></li> </ul>
	<p><b>SPECIAL PRICING</b> (<i>enhanced fees apply</i>)</p> <ul style="list-style-type: none"> <li>Fundraising \$65/M All Inclusive Rate</li> <li>Publishing \$65/M All Inclusive Rate</li> <li>Food \$75/M All Inclusive Rate</li> <li>Non-Competitive Catalogers \$75/M All Inclusive Permanent Rate</li> </ul> <p><b>SPECIAL TEST PRICING – PIP &amp; Catalog Blow-In</b></p> <ul style="list-style-type: none"> <li>Fundraising - PIP \$36/M</li> <li>Fundraising – Catalog BI \$21/M</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Non-Profit \$65/M Base Rate</li> <li>Publishing \$65/M Base Rate</li> </ul>
<p style="text-align: center;"><b>Universal Screen Art</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$70/M Base Rate</li> <li>Publishing \$70/M Base Rate</li> <li>Food \$80/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>) (<i>thru 9/15/09</i>)</p> <p>Fundraising \$55/M All Inclusive Rate (<i>Mailer has not tested in the last 12 months</i>)</p>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$75/M Base Rate</li> <li>Catalog \$75/M Base Rate</li> </ul>
<p style="text-align: center;"><b>VeloGear</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$75/M Base Rate</li> </ul>
<p style="text-align: center;"><b>VivaTerra</b></p>	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>Non-Apparel \$100/M All Inclusive Rate</li> <li>Food \$60/M All Inclusive Rate</li> <li>Fundraising \$50/M All Inclusive Rate</li> <li>Publishing \$50/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Catalog Requestors \$60/M Base Rate</li> <li>Fundraising \$65/M Base Rate</li> <li>Publishing Non-Competitive \$65/M Base Rate</li> <li>Publishing Competitive \$75/M Base Rate</li> <li>Food \$80/M Base Rate</li> </ul>
<p style="text-align: center;"><b>What on Earth</b></p>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>Fundraising \$70/M Base Rate</li> <li>Publishing \$70/M Base Rate</li> <li>Food \$80/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>) (<i>thru 9/15/09</i>)</p> <ul style="list-style-type: none"> <li>Fundraising \$55/M All Inclusive Rate (<i>Mailer has not tested in the last 12 months</i>)</li> </ul>

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	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>
White Flower Farm	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$75/M Base Rate</li> <li>• Food \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> </ul>
Wind & Weather	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• \$65/M Catalog Base Rate with \$5/M selection fees, capped at \$15/M as a reciprocal deal</li> <li>• Fundraising \$55/M All Inclusive Base Rate (enhanced fees waived for testing)</li> <li>• Publishing \$55/M All Inclusive Base Rate (enhanced fees waived for testing)</li> </ul>
WinterSilks®	<p><b>SPECIAL TEST PRICING</b></p> <ul style="list-style-type: none"> <li>• \$90/M All Inclusive Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Publishing \$70/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul> <p><b>SPECIAL TEST PRICING</b> (<i>enhanced fees apply</i>) (thru 9/15/09)</p> <ul style="list-style-type: none"> <li>• Fundraising \$55/M All Inclusive Rate (<i>Mailer has not tested in the last 12 months</i>)</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> <li>• Food \$80/M Base Rate</li> </ul>
EST. 1830 <b>WOOLRICH®</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M Base Rate</li> <li>• Publishing \$65/M Base Rate</li> </ul>
<b>YANKEE CANDLE®</b>	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> </ul>
	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$70/M Base Rate</li> <li>• Membership \$70/M Base Rate</li> <li>• Non-Affinity Catalog \$75/M Base Rate</li> </ul>
Young Explorers	<p><b>SPECIAL PRICING</b></p> <ul style="list-style-type: none"> <li>• Fundraising \$65/M All Inclusive Rate</li> <li>• Publishing \$65/ M All Inclusive Rate</li> <li>• Insurance \$65/M All Inclusive Rate</li> <li>• Food \$80/M All Inclusive Rate</li> <li>• Non-Competitive Catalog \$85/M All Inclusive Rate</li> </ul>