

i-DealerQuikSM Activity

Report

DCi • 7177 Hickman Rd. • Des Moines, IA 50322 • 515-276-0442(Voice) • 515-270-1408(FAX)

Company: XXXXXXXXXX

Web URL: www.XXXXXX.com

Brand: XXXXXXXX

Report Period: 12/01/2000 thru 11/30/2001

Service: i-DealerQuik

Report Date/Time: 12/05/2001 * 05:05 AM

*** Read First ***

This report shows the last 12 months' activity. It also shows the percentage of consumers "opting-in" to receive periodic mailings and/or e-mailings about your products. All consumer records are stored in your private i-DealerQuikSM data warehouse at DCi.

The potential end user purchasers of your products that have "opted in" to receive future mailings could provide you a totally new way to expand your sales. A consumer newsletter would perhaps make the ideal communication piece. Should you decide to pursue this sales growth area, talk with Ron or Vern about our consumer mailing services. They can be reached at 515-276-0442.

Month/Year	Look-Ups	Mailable	%	e-Mailable	%
November 01	3770	1334	(35.4%)	1192	(31.6%)
October 01	4141	1542	(37.2%)	1429	(34.5%)
September 01	3492	1325	(37.9%)	1204	(34.5%)
August 01	4780	1748	(36.6%)	1607	(33.6%)
July 01	4239	1582	(37.3%)	1468	(34.6%)
June 01	4386	1652	(37.7%)	1490	(34.0%)
May 01	4596	1839	(40.0%)	1710	(37.2%)
April 01	5221	2135	(40.9%)	1979	(37.9%)
March 01	6415	2723	(42.4%)	2493	(38.9%)
February 01	5011	2177	(43.4%)	1952	(39.0%)
January 01	4780	2055	(43.0%)	1855	(38.8%)
December 00	3694	1608	(43.5%)	1455	(39.4%)
The Last 12 Months	54525	21720	(39.8%)	19834	(36.4%)