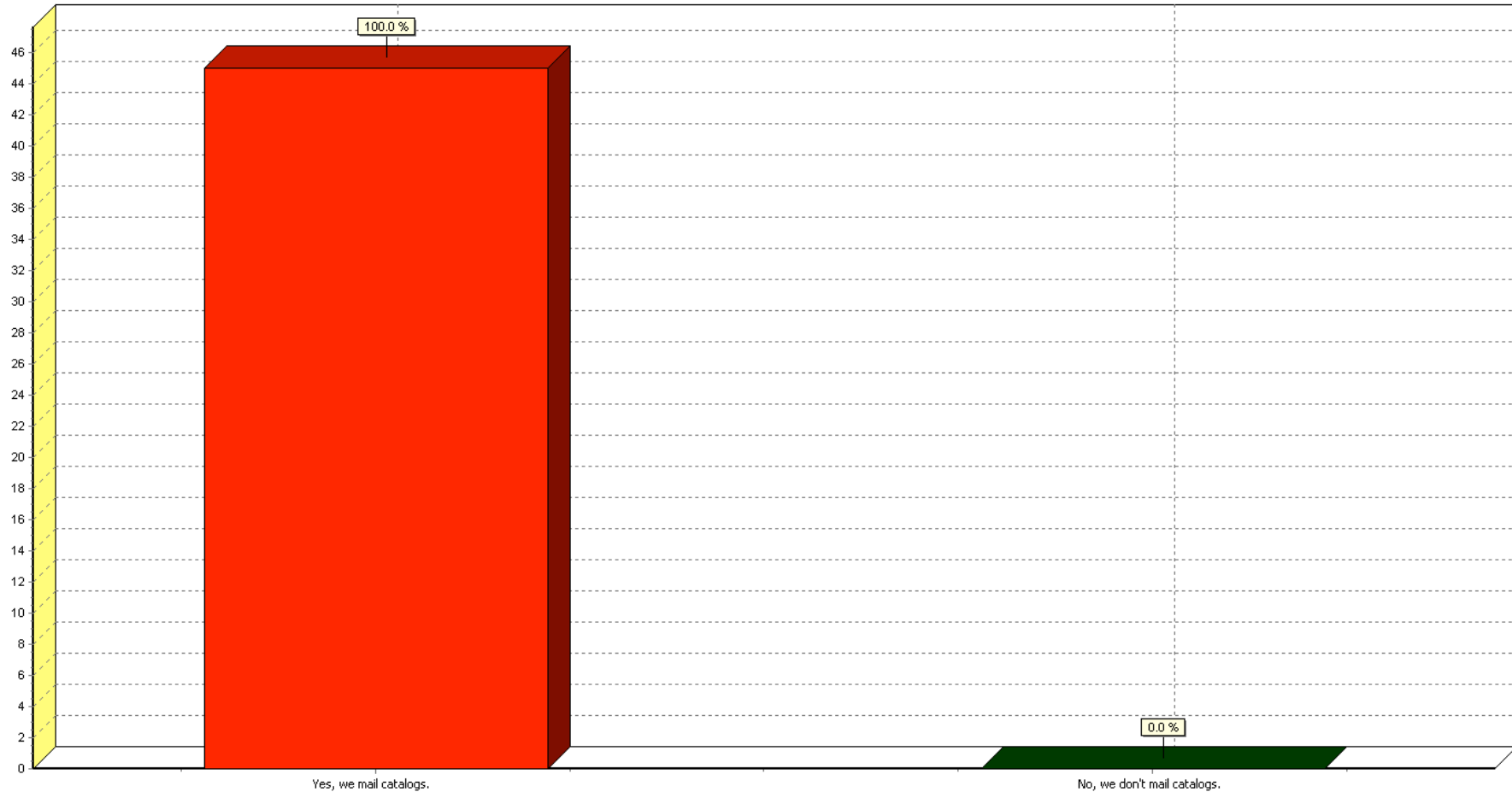


Survey Results & Analysis for Key Catalog/Multichannel Issues Survey. B2B Responses

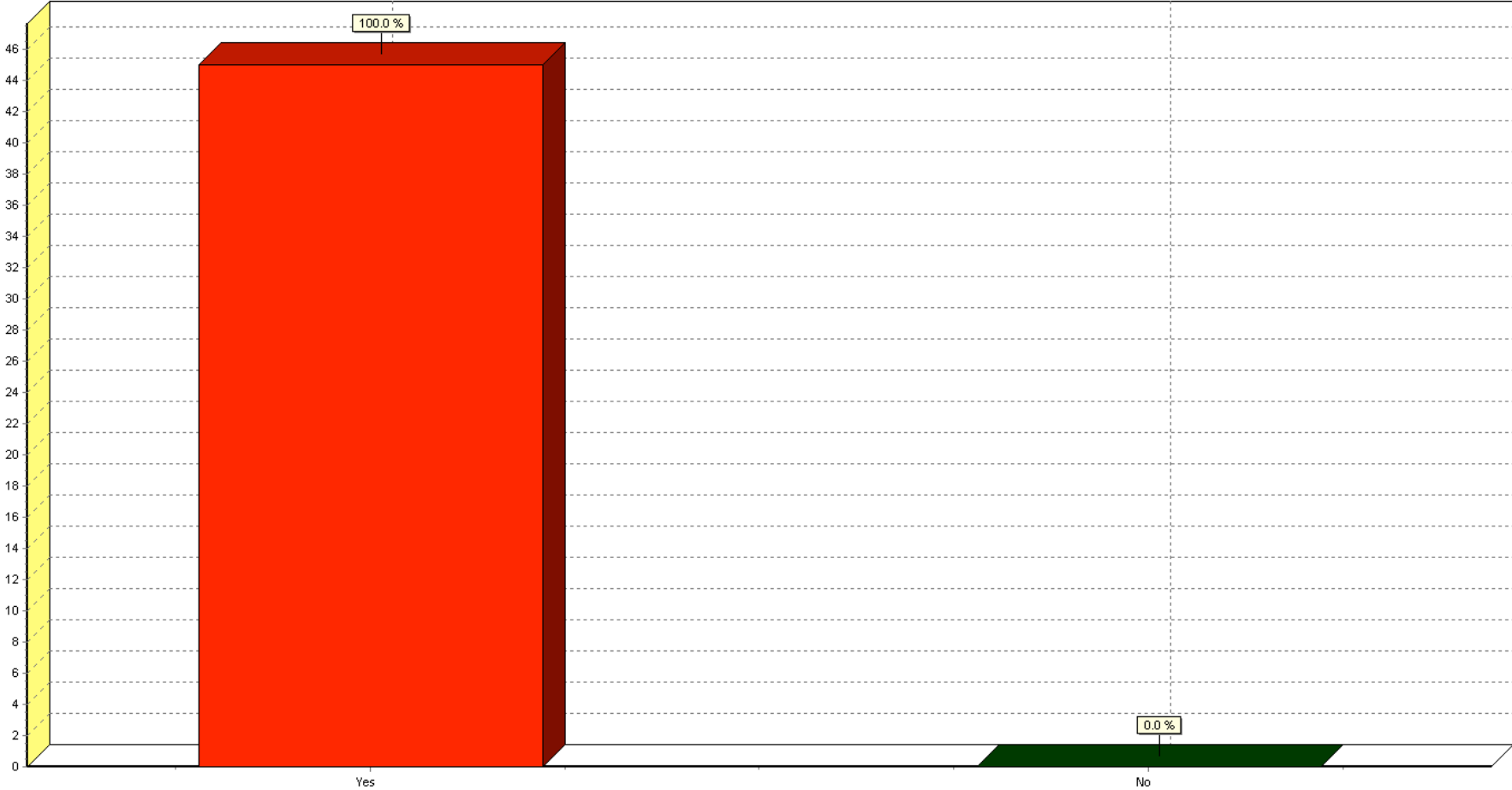
Survey details

This report contains a detailed statistical analysis of the results to the survey titled Key Catalog/Multichannel Issues Survey. The results analysis includes answers from all B2B catalog companies who took the survey in the 13 day period from Wednesday, November 14, 2007 to Monday, November 26, 2007.

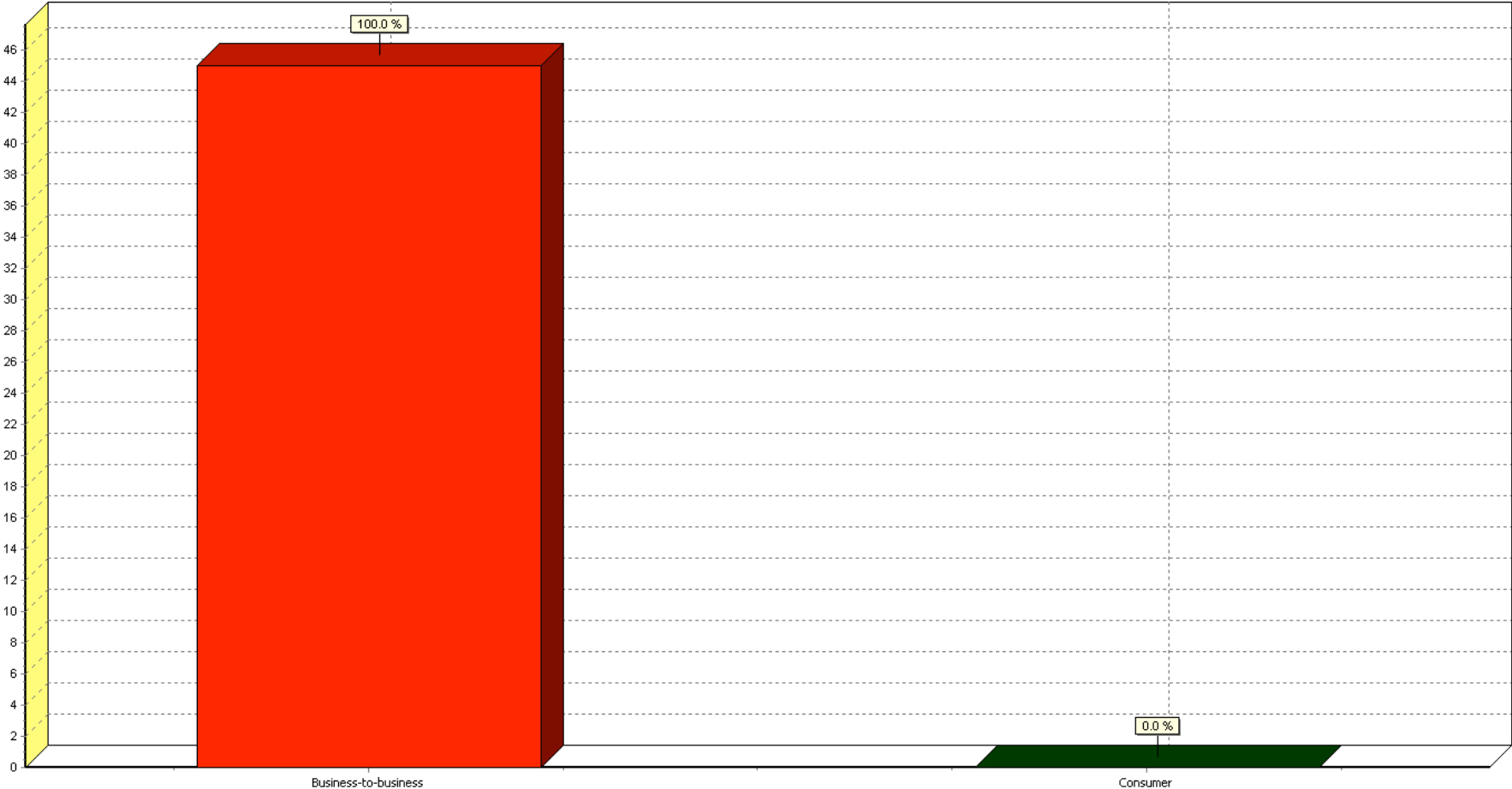
1) First of all, we'd like to confirm that your company mails catalogs as part of its marketing efforts.



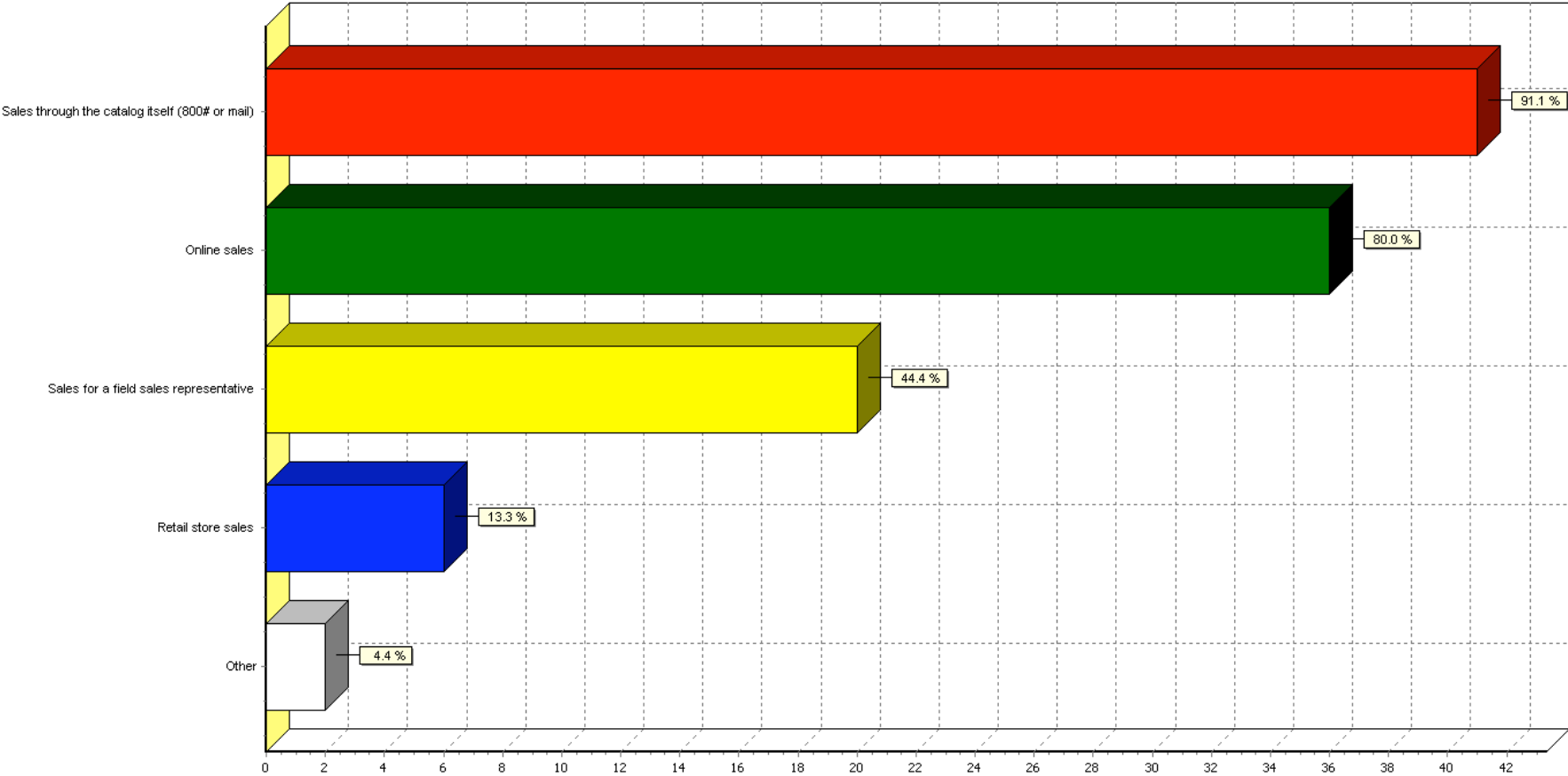
2) Are you involved with making decisions regarding multichannel marketing?



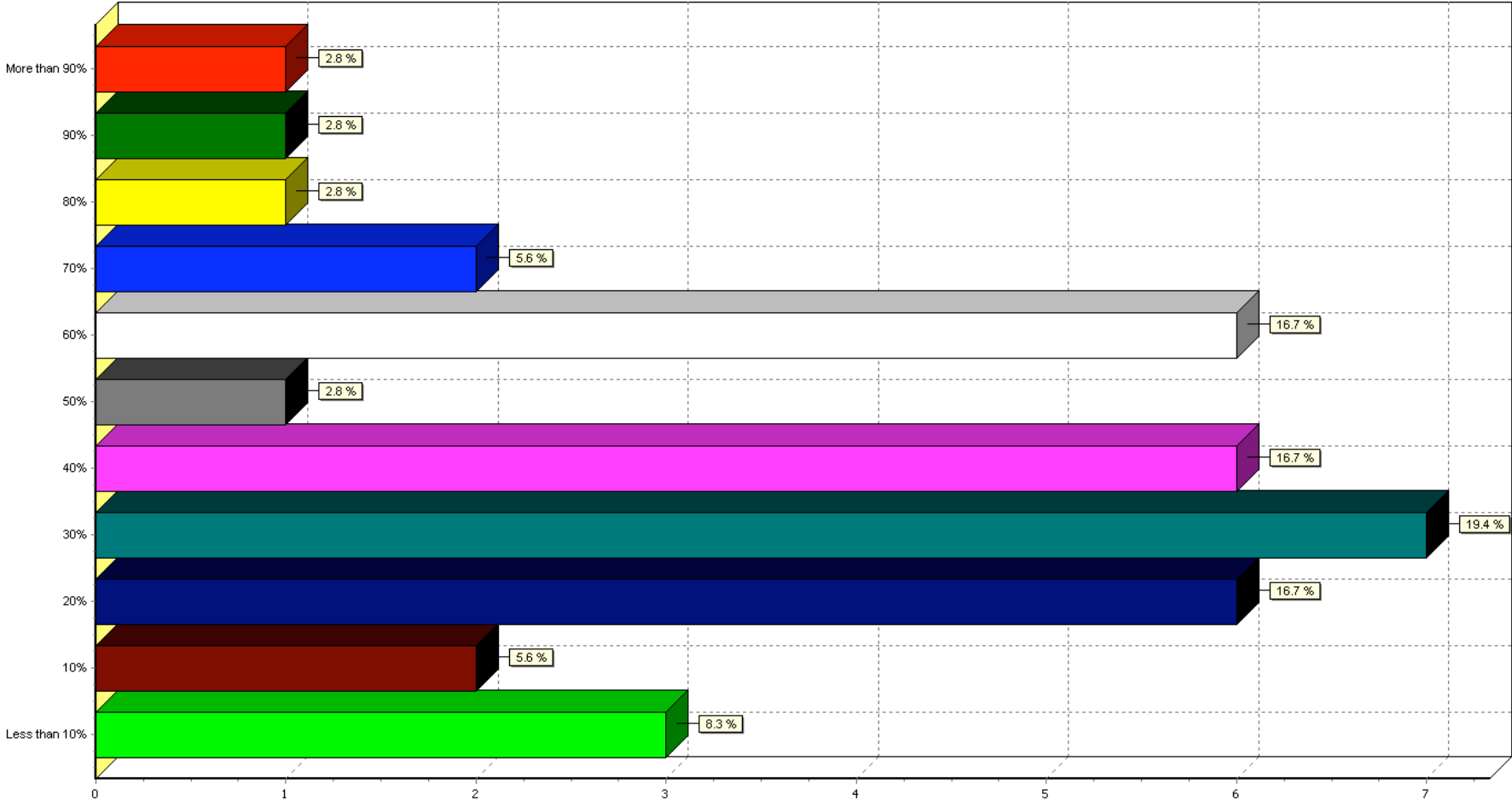
3) Is your catalog primarily business-to-business or consumer?



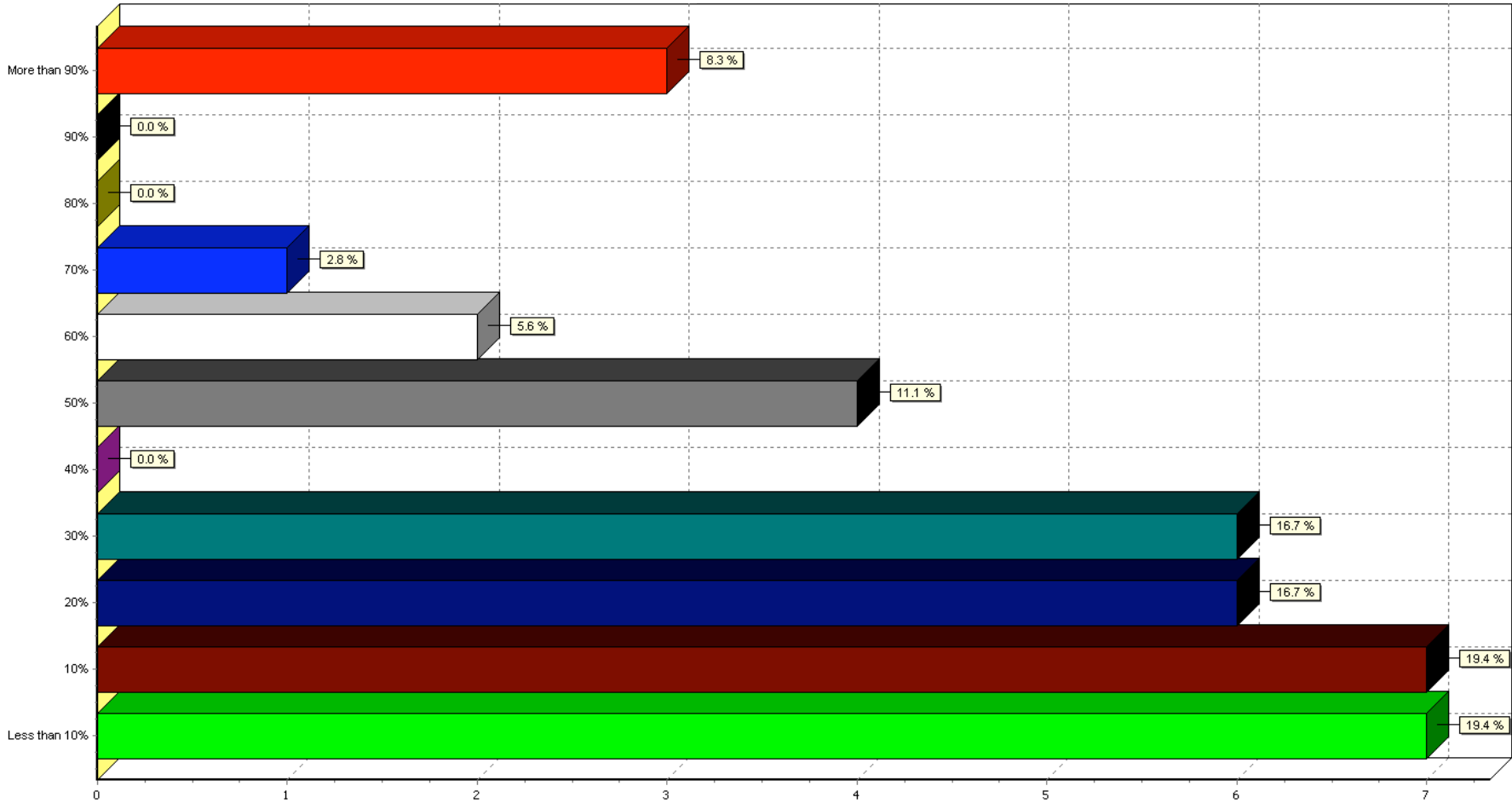
4) Please indicate what types of sales your catalog generates. (Please check all that apply.)



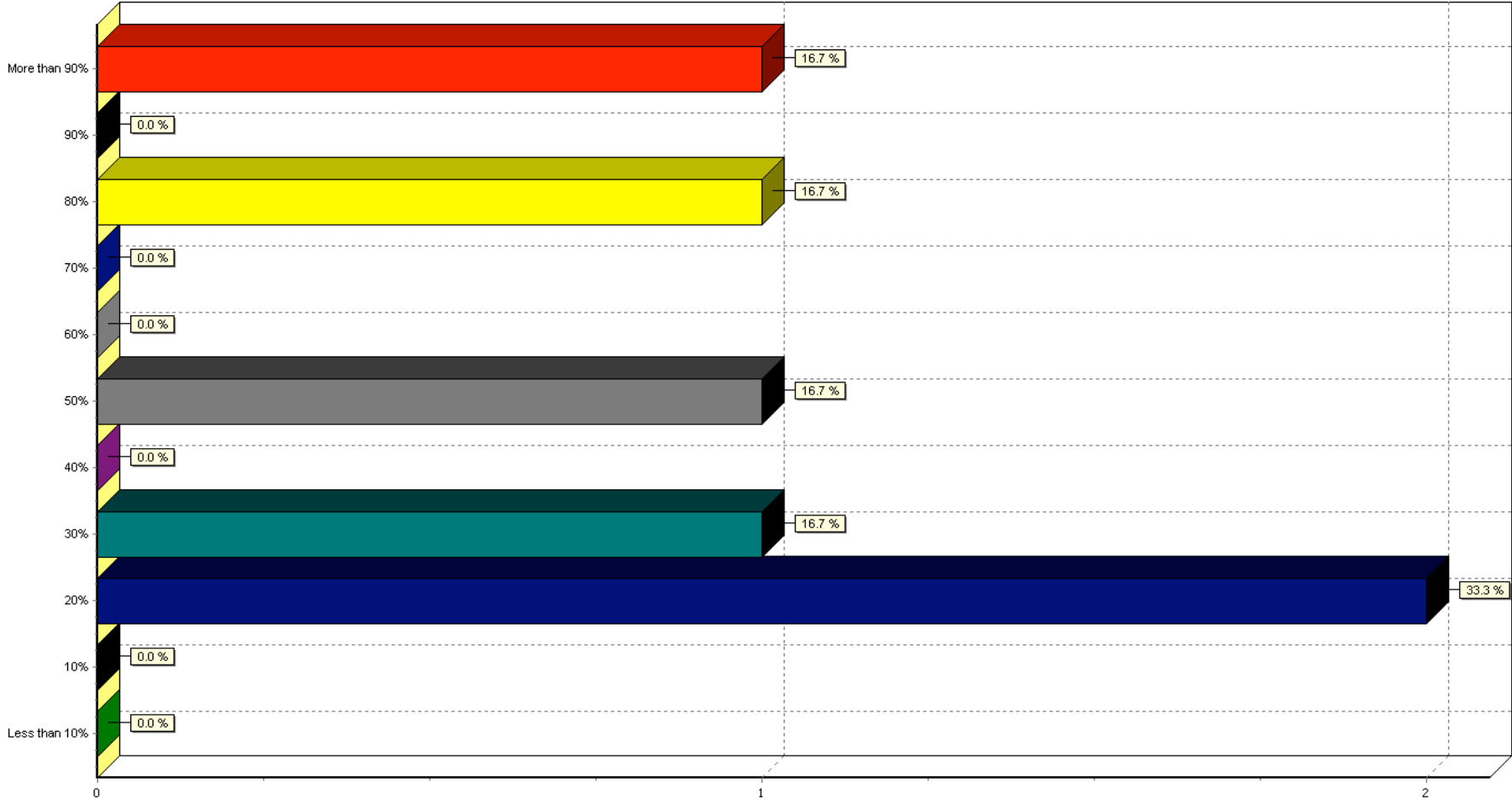
5) You indicated that your catalog generates online sales. What percentage of your online sales, overall, do you believe are influenced by your catalog?



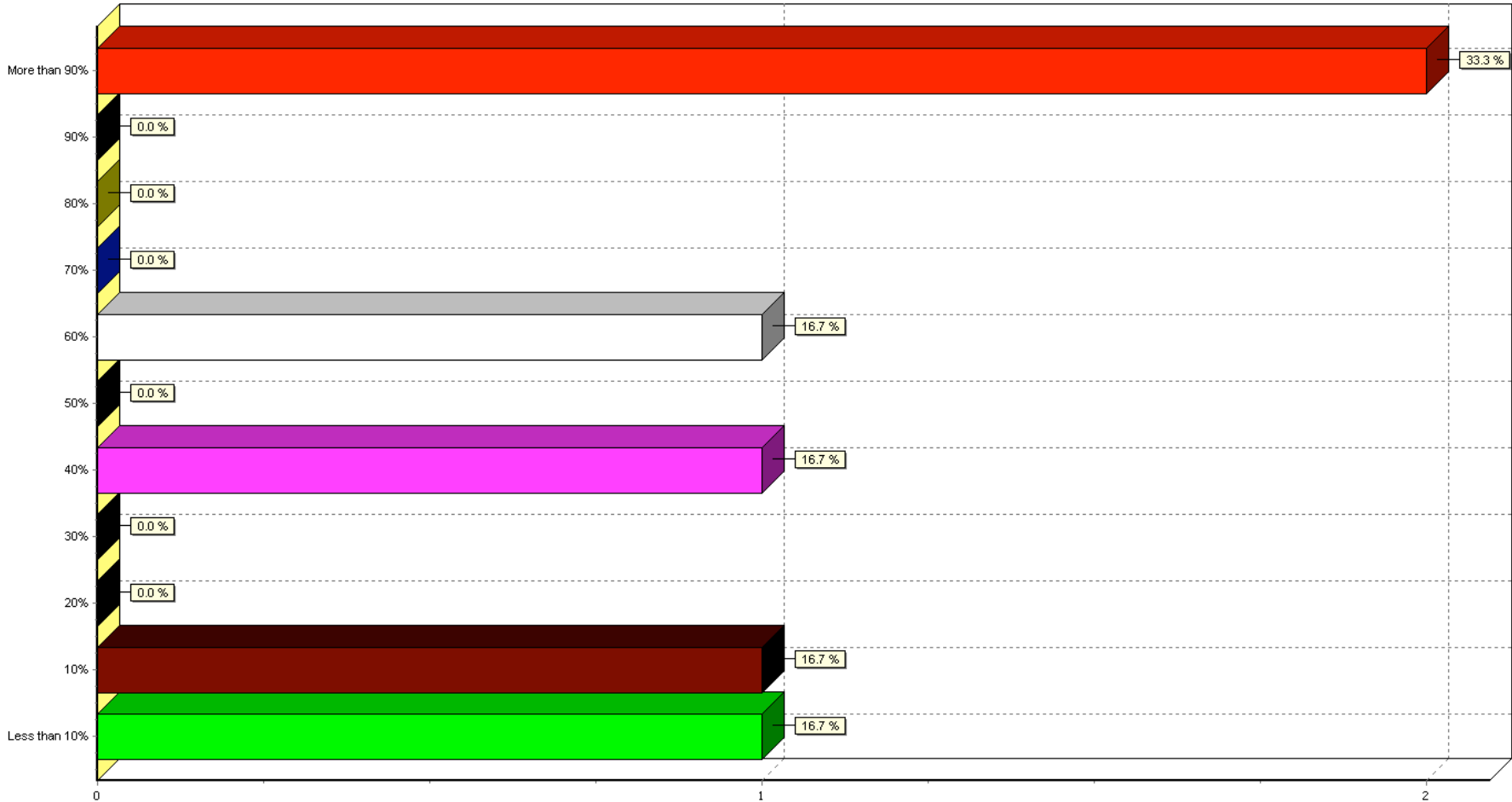
6) Approximately what level of increase in online sales do you see immediately following a catalog drop?



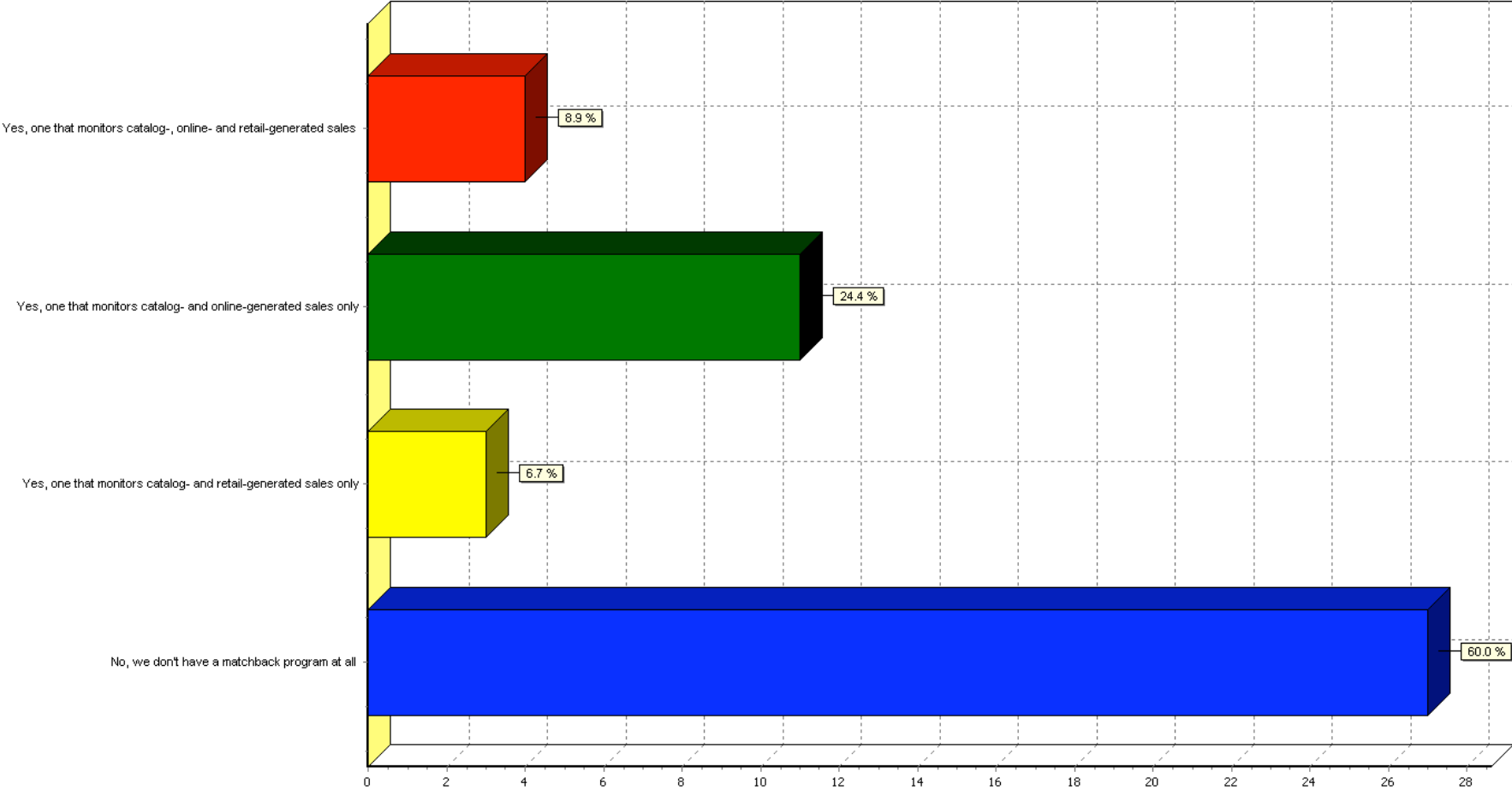
7) You indicated that your catalog generates retail sales. What percentage of your retail sales, overall, do you believe are influenced by your catalog?



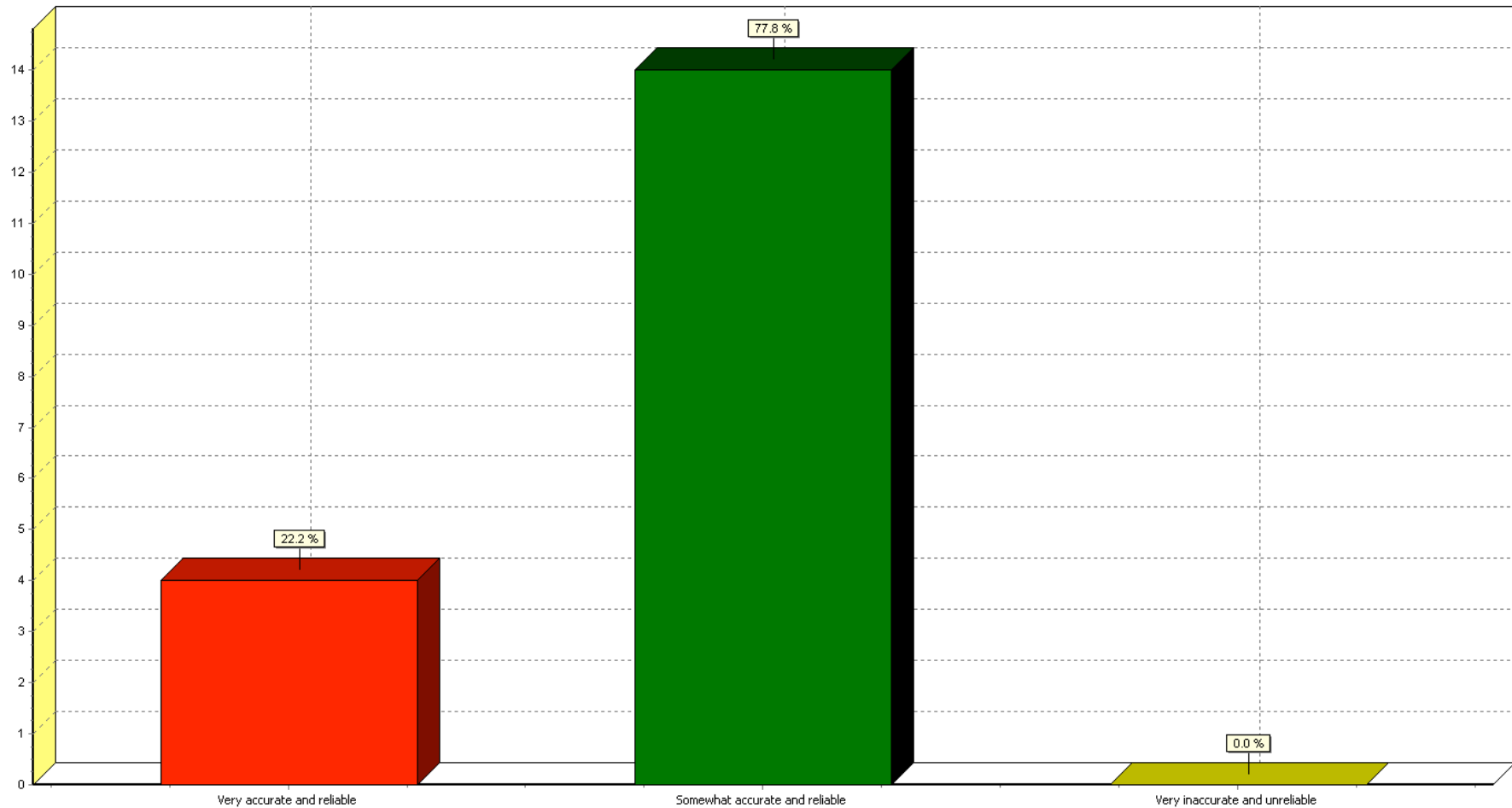
8) Approximately what level of increase in retail sales do you see immediately following a catalog drop?



9) Do you have a matchback program in place?



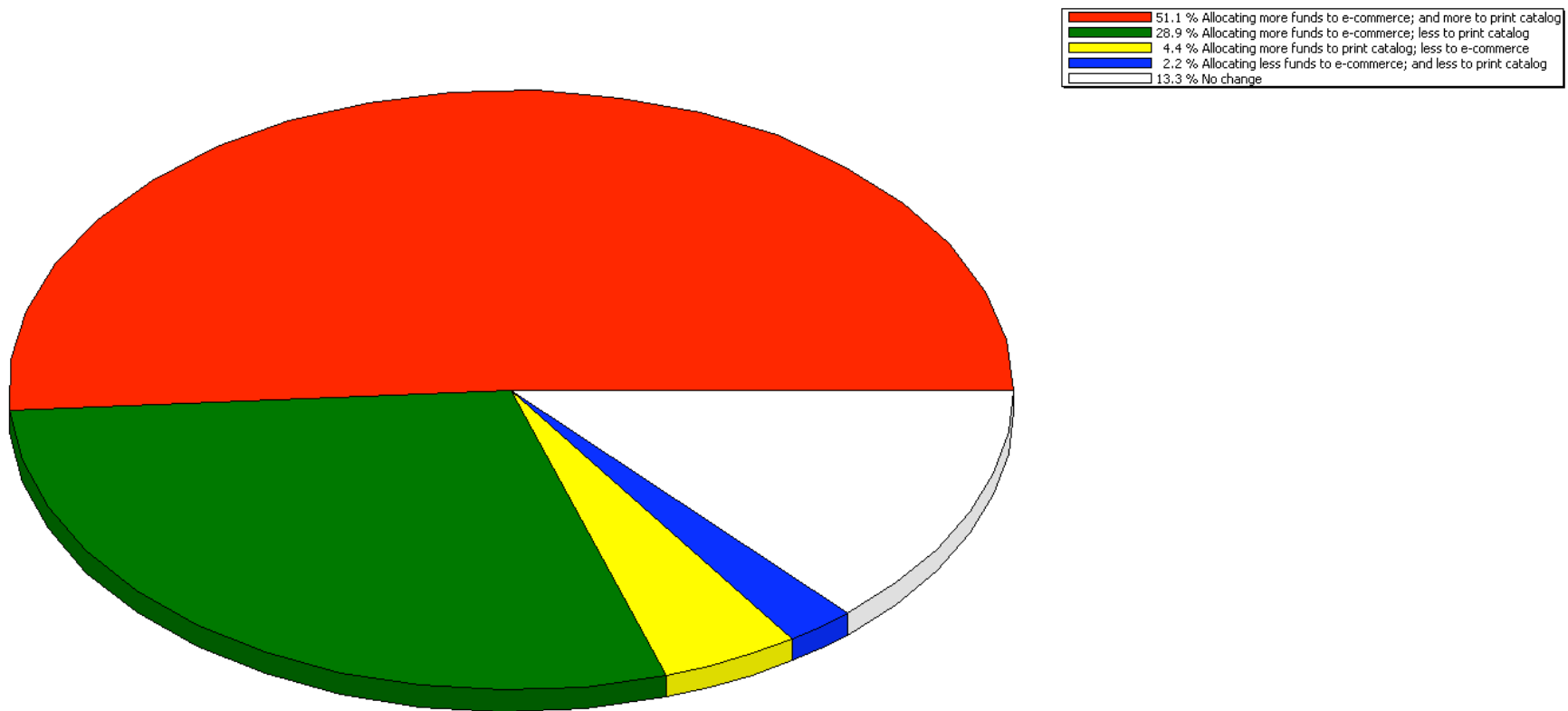
10) How would you describe the level of accuracy AND reliability of your matchback program?



11) Which answer best describes the percentage of your product line carried in your catalog, on your Web Site, in your stores or offered by your sales force?

	Catalog	Web site	Stores	Field sales
More than 90%	30%	33%	4%	9%
90%	11%	9%	2%	4%
80%	9%	7%	0%	4%
70%	4%	2%	0%	2%
60%	4%	4%	0%	0%
50%	2%	4%	0%	2%
40%	44%	2%	0%	0%
30%	0%	4%	2%	4%
20%	7%	2%	0%	4%
10%	0%	2%	0%	2%
Less than 10%	0%	0%	2%	0%
Not applicable	0%	2%	31%	22%

12) How will your marketing budget change in 2008 compared to 2007?



13) What do you feel are the biggest challenges facing the catalog/multichannel industry in the immediate future?

(Representative answers follow)

Catalog/Web Site Balance

- Getting a good handle on the synergy between the Web Site and the catalog
- I think it's making the transition from 100% catalog to partial catalog and Internet. We are a laggard, I know, but in our business-to-business company, the Internet is a low priority
- How to transfer more to online sales

Cost of Doing Business

- Postage costs
 - Cost of mailing and shipping (and threat of multi-state sales tax collection)
- Production costs
 - Cost of catalog production
 - Increases in paper and ink
 - Getting to print faster and less expensively
 - Going green
- Response is down; all other costs are up and still going up; Can't raise price to match costs since response is held in the balance

Sales Levels

- Sales
- Getting customers to spend as much online as they do via the phone

Tracking Sales to Correct Channel

- Managing the complexity of the channels to understand where sales and profits are truly generated
- Tracking sales to the appropriate channel

Web Site/Online Concerns

- Lowering the abandoned cart rate
- Getting online catalog search engine to work the way the customer expects it to work in their mind
- Online marketing with enhanced Spam filters
- Staying current or ahead of technology and consumer expectations

Other

- Getting the info the customer needs and wants without providing info they don't want or need (that I wind up paying to deliver)
- Saturation—developing programs that stand out above the competition and still meet the needs of the customer
- Variety of products
- The market downtrend

14) What do you feel are the biggest opportunities facing the catalog/multichannel industry in the immediate future?

(Representative answers follow)

Customer Service

- Enhancing customer service with 24-hour online communications
- To create a closer business relationship with our customers while still meeting the challenges of costs associated with doing so

Growing Customer Base

- A growing customer base with less time to research the marketplace
- More sales through increased web presence and more Web users
- Reaching international buyers through the Internet

Interaction Between Channels

- One cohesive message throughout all channels
- The ideal is to have a campaign that is fully thought-out and well-executed in the various channels
- Utilizing catalogs and direct mail to drive customers to Web Sites for ordering/order entry/payment
- Differentiate catalog and online content in a way that gives added overall value

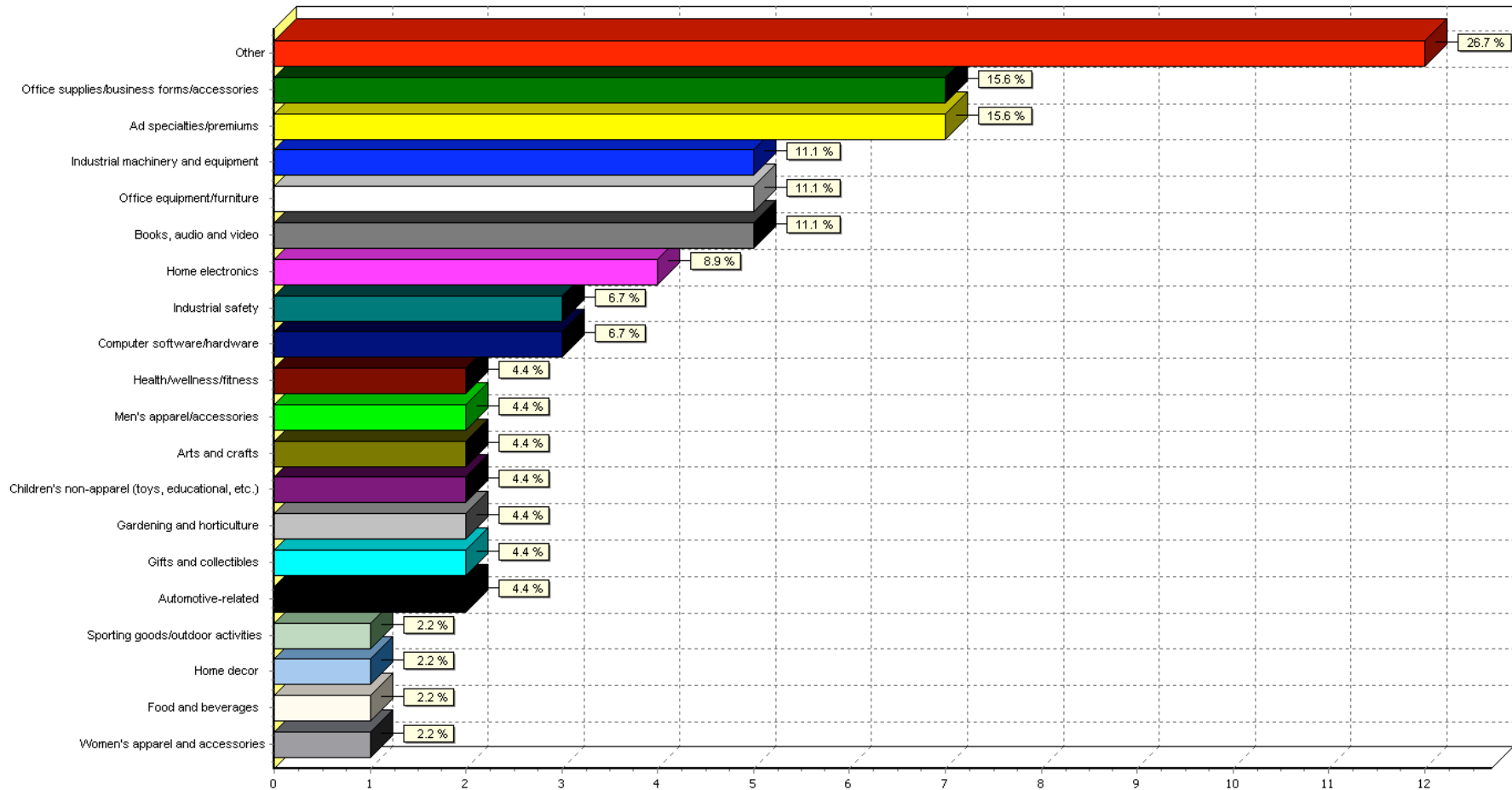
Web Site/Online Opportunities

- Customers are getting used to electronic shopping
- Technology
- To give customers the same level of experience in terms of service as they get on the phone so they are willing to spend as much if not more online
- Using effective e-commerce and online sales

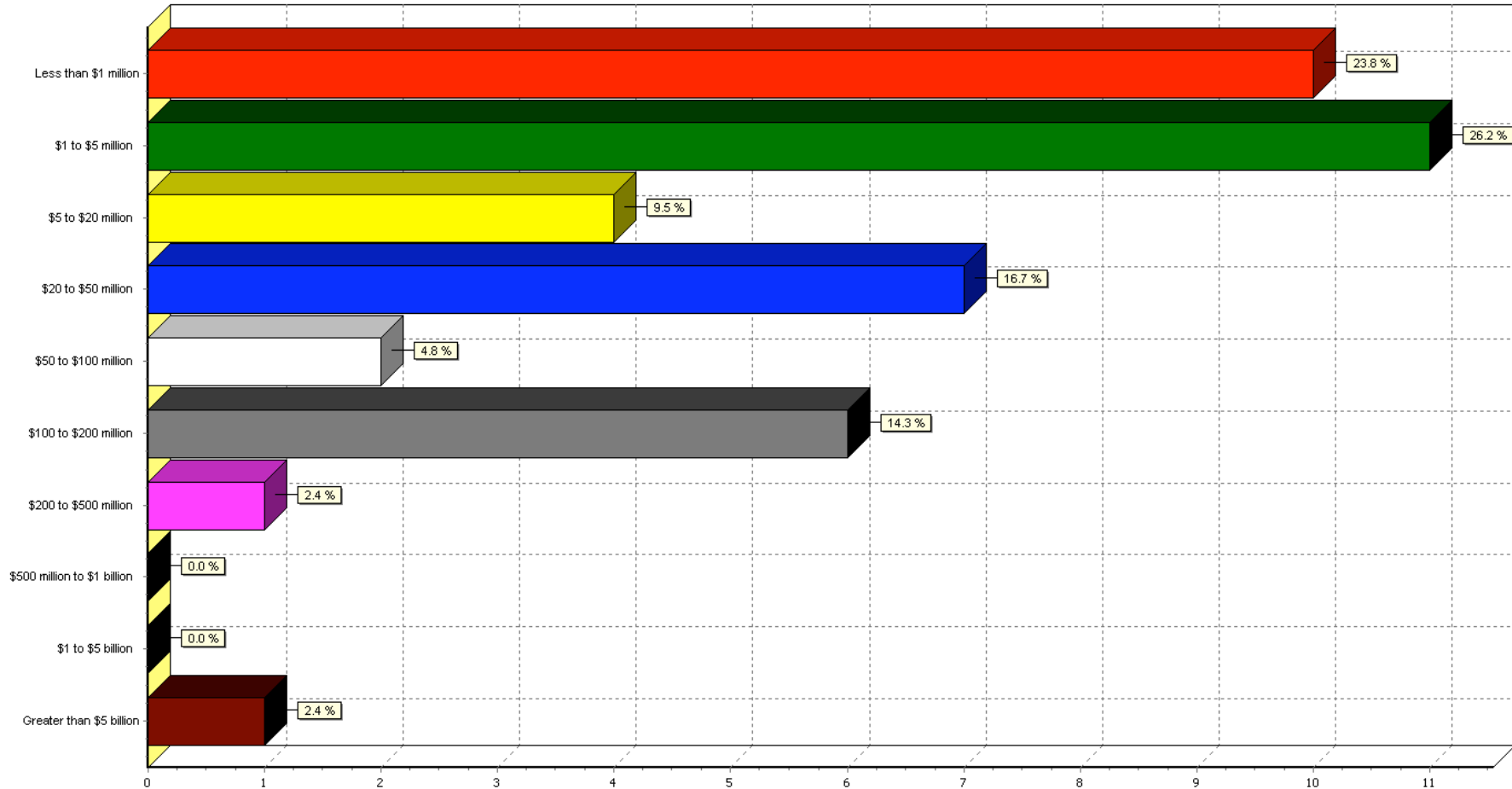
Other

- Convenience of direct response business
- Creative solutions to cost increases Standing out from the crowd
- Mail smarter
- Social marketing

15) Please indicate which product category best describes what your catalog sells. (Please select all that apply.)



16) Please indicate your annual combined catalog- and Web-based sales.



17) Please select which job description best describes your role with your company.

