

vnu business publications

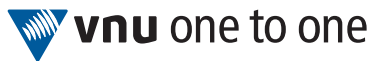
List reference guide volume 1

Tel: 020 7316 9390
www.vnuone-to-one.co.uk



Realise the power of information with

vnu one to one



List reference guide Volume 1

UNITED KINGDOM

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Count on VNU One to One lists for optimal performance and minimal risk

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VNU gives you access to over 500,000 postal names, over 150,000 telemarketing names and over 90,000 email addresses.

//

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The VNU email lists are clean, totally opt-in and proven to deliver results.

//

Dear Direct Marketer,

Welcome to the first edition of the VNU One to One catalogue. Between these pages you will find some of the most exciting list properties and databases in the industry, all professionally managed by VNU Business Publications Ltd.

VNU is an international media and information company and a leader in market research. We provide millions of professionals around the globe with must-have business-to-business information and industry expertise.

The VNU One to One lists are your key to reaching top decision makers and business leaders by name more easily than ever before. Our subscribers possess unsurpassed purchasing power and are eager to hear about new offers that will improve their business' productivity and performance.

Reach 150,000 qualified prospects by phone

VNU's invaluable telemarketing file consistently delivers direct access to a wealth of unparalleled decision makers. Directly influence the community of top IT and Finance professionals by name.

Reach over 90,000 qualified 'opt-in' email prospects

VNU's email lists continue to offer exceptional value, terrific response rates and substantial profit-building capabilities. Email has become one of the leading communication vehicles of choice for many of today's elite high-level business professionals and they readily respond to email offers. The VNU email lists are clean, totally opt-in and proven to deliver results.

VNU's multi-channel approach to direct marketing puts you in control

Now you no longer have to choose between postal, insert, email or telemarketing campaigns. VNU's new multi-channel programme delivers your message to the same decision maker through all four channels. Leverage phone, post, magazine selective insert, and email contacts to boost your marketing muscle and increase response for every direct marketing programme.

Choose VNU's premier collection of databases and subscriber lists for your next campaign

The VNU One to One files represent firmly established highly selectable subscriber files of exceptional quality. VNU's lists are proven responsive, mailing after mailing, for the largest marketers of computers, software, telecommunications, financial, training, sales and marketing, managerial products and much more.

To take advantage of the VNU files' profit-generating capability call our professional sales team today or use the order form on page 22. Our customer services team will help you put the VNU One to One files to work as part of your next successful direct marketing campaign. Allow the VNU files to exceed your expectations – rent them today!

We look forward to working with you soon.



Robin Booth
Associate Publisher

VNU One to One our service commitment to you

// *Depend on VNU to get you the right data at the right time.* //

Responsive customer service

When you are planning a direct marketing campaign – mailing, emailing, telemarketing or a combination – it's important to get accurate and reliable information from your suppliers quickly, so that you can control your costs and plan effectively. This is why VNU guarantee that your count will be returned to you within 48 hours. Our state of the art database and counting platforms allow us to give some of the best turnaround times and customer service in the market – you can depend on VNU to get you the right data at the right time with accurate pricing information.

A specialist sales team

At VNU One to One we are known for quality data with both volume and depth, delivering flexible selections to target your message to the right buyer and help ensure your marketing success. As a specialist publisher, we also have a detailed insight into our markets and our experienced and knowledgeable sales team can help you choose the right audience for your communications. Call on us for focused advice to help you make the best use of your direct marketing spend.

'Opt-in' email marketing with confidence

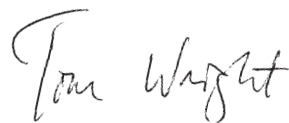
VNU regularly manages email campaigns on behalf of some of the biggest names in our markets and our experience can help you avoid problems with web filters, increase data capture and maximise your results.

Many business professionals are irritated by email communications that they have not given permission for. This is why all VNU email products come with full 'opt-in' consent: our readers give an active 'yes' to receiving your message. With VNU, you can use this powerful and responsive medium with full confidence.

We also provide full reporting including total pushed, received, opens and click-through by URL and unique user. On request we can provide detailed analysis of response by sector, company size and many other variables.

We look forward to working with you.

Yours sincerely



Tom Wright
Commercial Manager

// *Our state-of-the-art database and counting platforms allow us to give some of the best turnaround times and customer service in the market.* //



The technical professionals who manage and implement new technologies and the business leaders who drive them.



The VNU database of IT decision makers combines both the technical professionals who manage and implement new technologies with the business leaders who often drive them. The decision makers on this list are readers of business-focused magazines involved in the changing technological times and are continually looking to add value and profit to their organisation through technology. These decision makers have proven purchasing power over IT products and services for their organisation.

Selections include:

- Job function
- Industry sector
- Number of PCs installed
- Employees at organisation
- Purchasing influence by product/service
- Operating systems installed
- Database platform installed
- IT budget excluding staff costs

Plus many more

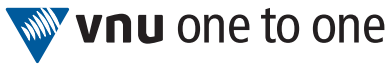
Contact Options	Volumes	Costs
Mail	167,109	£155 per '000
Telephone	56,372	£230 per '000
Opt in Email	51,565	£320 per '000

**First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee**

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// *Senior IT management job functions, responsible for budgets worth many millions of pounds.*



VNU's database of IT professionals delivers the most senior IT management job functions, from CIOs and IT Directors, through to overall heads of IT, department heads, managers and project managers. These professionals are responsible for budgets worth many millions of pounds in the UK economy, and are responsible for purchasing, implementing and managing technology within their organisations at the heart of this mission-critical business function.

Selections include:

- Status in organisation
- Industry sector
- Number of PCs installed
- Employees at organisation
- Purchasing influence by product/service
- Operating systems installed
- Database platform installed
- IT budget excluding staff costs

Plus many more

Contact Options	Volumes	Costs
Mail	75,439	£155 per '000
Telephone	33,250	£230 per '000
Opt in Email	24,610	£320 per '000

**First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee**

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// *Half of all UK enterprises are looking to increase storage investments this year.**



According to independent research, the market for storage products in the UK is set for a period of sustained growth, with half of all enterprises looking to increase investment this year*. VNU's database delivers qualified decision makers with purchasing influence over storage products.

Selections include:

- Job function
- Industry sector
- Number of PCs installed
- Employees at organisation
- Operating systems installed
- Database platform installed
- IT budget excluding staff costs

Plus many more

Contact Options	Volumes	Costs
Mail	66,746	£155 per '000
Telephone	29,085	£230 per '000
Opt in Email	23,894	£320 per '000

First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

*Forrester Group

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// *The security market is set to grow to \$1.3bn by 2006 – almost double the 2003 market value.** **//**

Securing the network is a high priority for major organisations in both the public and private sectors. According to independent analysts IDC, the market was worth some \$835m in the UK alone in 2003 and is set to grow to \$1.3bn by 2006 - almost double. VNU's database of qualified decision makers delivers the professionals whose job it is to run their organisation's network and to secure it from outside attack. These technical professionals run the network infrastructure and implement new security and networking products. They have the purchasing power to make your marketing successful.

Selections include:

- Job function
- Industry sector
- Number of PCs installed
- Employees at organisation
- Operating systems installed
- Database platform installed
- IT budget excluding staff costs
- Email platform

Plus many more

Contact Options	Volumes	Costs
Mail	56,889	£155 per '000
Telephone	26,983	£230 per '000
Opt in Email	26,511	£320 per '000

First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

* Source: IDC

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//
*The growth of E-Commerce is phenomenal. The market was worth £82bn in 2003 and is set to rise to £239bn in 2005.**
//

The growth of E-Commerce is phenomenal. The market was worth £82bn in 2003 and is set to rise to £239bn in 2005 according to IDC. The E-Business Strategist list allows you to target your message to those executives responsible for planning, delivering and managing their organisation's E-Business strategy. E-Business Strategists are technology-driven and forward thinking. Each professional on this list needs products and services that will keep their company competitive and profitable.

Selections include:

- Department worked in
- Industry sector
- Number of employees in the organisation
- Purchasing influence

Plus many more

Contact Options	Volumes	Costs
Mail	54,844	£155 per '000
Telephone	21,577	£230 per '000
Opt in Email	17,074	£320 per '000

First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

* Source: IDC

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// *In today's fast moving market, IT professionals need ongoing training to improve their skills and face the challenges of tomorrow.* **//**

In today's fast-moving market, IT professionals need ongoing training to improve their skills and to ensure that they will be in a position to face the challenges of tomorrow. The VNU IT Training file delivers named professionals with purchasing influence over their organisation's training requirements. Email, mail or telemarket this highly responsive group eager to improve both their own skills and those of the people who work with and for them.

Selections include:

- Job function
- Industry sector
- Number of employees in the organisation
- IT budget

Plus many more

Contact Options	Volumes	Costs
Mail	22,868	£155 per '000
Telephone	13,910	£230 per '000
Opt in Email	9,695	£320 per '000

First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

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// *Software Developers are constantly looking for the new products that will help them work faster and smarter.*



Access VNU's database of software programmers, including analysts, developers, programmers and architects. All have software programming as part of their technical job function. Programmers work in a fast-moving specialist discipline and are constantly looking for the new products that will help them work faster and smarter. Also, this demanding occupation requires ongoing training as changes in platforms and languages make old skill sets obsolete: programmers are constantly seeking to improve their technical knowledge in order to stay one step ahead of the game.

Selections include:

- Job function
- Industry sector
- Number of employees in the organisation
- IT budget

Plus many more

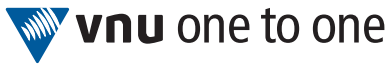
Contact Options	Volumes	Costs
Mail	59,190	£155 per '000
Telephone	23,489	£230 per '000
Opt in Email	18,329	£320 per '000

**First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee**

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// *The market for companies with up to 500 employees now accounts for some 49% of all sales.** **//**

The Small to Medium Enterprise has become a crucial target market for companies selling IT products and solutions. According to IDC, the market for companies with up to 500 employees now accounts for some 49% of all sales. The VNU business database delivers decision makers who have the purchasing influence to make your offer successful.

Selections include:

- Job function
- Industry sector
- Number of employees in the organisation
- Number of PCs connected to a LAN
- Operating system

Plus many more

Contact Options	Volumes	Costs
Mail	116,153	£155 per '000
Telephone	48,106	£230 per '000
Opt in Email	38,013	£320 per '000

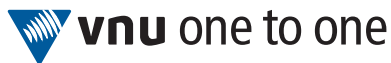
First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

* Source: IDC

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// *In-depth coverage of the mid-market sector, delivering sites that have an established need for a powerful computing platform.* **//**

Target companies with serious server requirements using the VNU Database. VNU offers in-depth coverage of the midmarket server sector, delivering sites that have an established need for a powerful computing platform.

Selections include:

- Job function
- Industry sector
- Number of PCs installed
- Employees at organisation
- Database platform installed
- IT budget excluding staff costs
- Email platform

Plus many more

Contact Options	Volumes	Costs
Mail	14,317	£155 per '000
Telephone	7,392	£230 per '000
Opt in Email	5,213	£320 per '000

**First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee**

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//
The operating systems in use at sites and the decision makers that matter.
//

Target the midrange open systems server market using VNU's database. Our detailed registration forms and telephone interviews detail what operating systems are in use at sites and deliver the decision makers that matter.

Selections include:

- Job function
- Industry sector
- Number of PCs installed
- Employees at organisation
- Database platform installed
- IT budget excluding staff costs
- Email platform

Plus many more

Contact Options	Volumes	Costs
Mail	24,167	£155 per '000
Telephone	11,939	£230 per '000
Opt in Email	5,674	£320 per '000

First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

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// *The growth in wireless networking in Europe is staggering, with the number of connections set to triple in 2004.** **//**

The growth in wireless networking in Europe is staggering, with the number of connections set to triple in 2004* alone. Use the VNU database to target decision makers at the forefront of this technical revolution.

Selections include:

- Job function
- Industry sector
- Number of PCs installed
- Employees at organisation
- Operating systems installed
- Database platform installed
- IT budget excluding staff costs
- Email platform

Plus many more

Contact Options	Volumes	Costs
Mail	15,426	£155 per '000
Telephone	8,444	£230 per '000
Opt in Email	5,326	£320 per '000

First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

* Source: IDC

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// *Two powerful electronic routes to buyers, now available in combination.*



Now you can combine the power of targeted opt-in email with sponsored email from VNUnet. Back up your bespoke email campaigns by placing your marketing message into our editorial emails. Now for the first time you can buy our 'opt-in' email products in combination.

E-Business

Reach decision makers with real purchasing influence over their company's internet strategy

E-Business newsletter	6,000	
Involved in E-Business strategy	8,190	
Purchasing influence E-Business software	770	
Total reach	14,960	£3,750

Small to Medium Business

IT decision makers within the crucial SME segment

SME newsletter	4,500	
Less than 500 employees at company	14,752	
Total reach	19,252	£4,995

Business Hardware

Decision makers with purchasing influence over hardware

Hardware newsletter	3,500	
Purchasing influence over business hardware	14,235	
Total reach	17,735	£4,875

Security

The professionals with security job roles and purchasing influence

Security newsletter	15,000	
Network/Security purchasing influence	10,464	
Total reach	25,464	£4,595

Networking

The decision makers who control the infrastructure

Network ITWeek newsletter	7,500	
Networking job functions/purchasing influence	17,067	
Total reach	24,567	£5,995

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// *These individuals have the final say over millions of pounds in the UK economy.* **//**

From the Financial Director, through to Financial Controllers and qualified Accountants, the VNU Business Database delivers the professionals who control the purse strings for their organisation. These individuals have the final say over millions of pounds in the UK economy. They have the authority to single-handedly make any offer a successful one. This targeted list is perfect for promoting all types of products and services including all financial offers, computer hardware and software, training and conferences, Internet providers, mobile communications and much more.

Selections include:

- Job function
- Industry sector
- Number of employees at organisation
- Turnover
- Purchasing influence by product/service
- Professional qualifications

Plus many more

Contact Options	Volumes	Costs
Mail	79,178	£160 per '000
Telephone	32,607	£230 per '000
Opt in Email	23,161	£320 per '000

**First 2 selections free, further selections £5 per '000
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In their advisory capacity, practice accountants play a key role in our business landscape.

//

In their advisory capacity, practice accountants play a key role in our business landscape. They are actively involved in areas as diverse as IT software and hardware, company car fleets, employee benefits and financial services. VNU's database delivers these highly-paid and influential decision makers from newly qualified Accountants to full Partners in major firms.

Selections include:

- Professional accreditation
- Specialisation
- Number of employees in the organisation
- Purchasing influence
- Turnover

Plus many more

Contact Options	Volumes	Costs
Mail	22,248	£160 per '000
Telephone	10,297	£230 per '000
Opt in Email	6,320	£320 per '000

First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

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// *Reach these captains of industry who control corporate strategy and budgets.*



Financial and Managing Directors are a powerful combination, bringing together the driving force of a business with its purse strings. Use the VNU Database to reach these captains of industry who control corporate strategy and budgets. Target them by email, mail and telemarketing.

Selections include:

- Job function
- Industry sector
- Number of employees in the organisation
- Purchasing influence
- Turnover

Plus many more

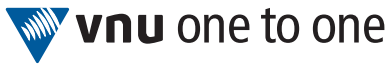
Contact Options	Volumes	Costs
Mail	34,911	£160 per '000
Telephone	19,427	£230 per '000
Opt in Email	5,435	£320 per '000

First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

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// *Whatever you are selling, getting the Financial Director to understand the importance of your offering is crucial to winning the sale.* **//**

The Financial Director is the ultimate financial decision maker in any organisation. Financial Directors control the budget, and have influence and a practical veto over any capital expenditure. Whatever you are selling, getting the Financial Director to understand the importance of your offering is crucial to winning the sale. The VNU database gives you access to these high powered executives by name, email address and telephone number.

Selections include:

- Industry sector
- Number of employees in the organisation
- IT budget
- Turnover

Plus many more

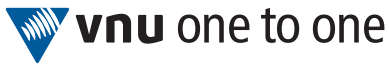
Contact Options	Volumes	Costs
Mail	24,523	£160 per '000
Telephone	16,781	£230 per '000
Opt in Email	3,476	£320 per '000

First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

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// Premier access to key management professionals in the home environment. Capitalise on both an individual's power and personal motivations.



Traditionally media selection has classified potential purchasers as either consumers or business people. Consumers are typically targeted with lifestyle products and business people with business products, yet in many circumstances these definitions blur e.g. car, travel & finance.

More importantly these individuals often do not see themselves in such one-dimensional terms. The businessman has a family and a home, leisure time can be work-related, car choice can be influenced by home life as much as working life.

The Directors at Home list offers you premier access to key management professionals with high disposable incomes in the home environment, allowing you to capitalise on both an individual's power and personal motivations. Use this list to promote the upmarket goods and services valued by the UK's business elite.

Selections include:

- Children under 18 living at home
- Marital status
- Remuneration
- Gender

Plus many more

Contact Options	Volumes	Costs
Mail	10,804	£160 per '000
Opt in Email	3,728	£320 per '000

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// *Target the decision makers in government who will spend hundreds of millions of pounds this year.* **//**

The government has an enormous budget which will spend hundreds of millions of pounds on products and services this year. Target your next mailing to the decision makers who spend these budgets. The executives on this list are influential, business-savvy, technologically aware, highly educated and extremely ambitious individuals. They utilise direct mail offers to keep abreast of industry trends, developments in economics and politics and to improve the overall efficiency of their division.

Selections include:

- Department worked in
- Industry sector
- Number of employees in the organisation
- Purchasing influence
- Turnover

Plus many more

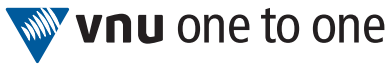
Contact Options	Volumes	Costs
Mail	26,568	£155 per '000
Telephone	10,838	£230 per '000
Opt in Email	6,402	£320 per '000

First 2 selections free, further selections £5 per '000
All orders subject to a £30 delivery fee

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// *Exclusive exposure to key decision makers who are budget holders and influencers of their organisation's IT spend across Europe.*



VNU's market leading brands across Europe offer exclusive exposure to key decision makers who are budget holders and influencers of their organisation's IT spend. Records consist of active readers of VNU's market leading media products with proven purchasing authority for their organisation.

Selections vary by region.

	Email	Post	Phone
UK	93,104	500,000	150,000
France	18,000	-	-
Germany	22,000	-	-
Spain	40,000	70,000	-
Italy	45,000	75,000	-

Sales Enquiries

Chloe Bond – International Data Sales Co-ordinator
Email chloe_bond@vnu.co.uk

Sales Hotline number:
020 7316 9372

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Order Confirmation Form

Thank you for your order. Kindly read the details below, sign and return to us by fax **+44 020 7316 9708** as soon as possible.

Contact Info	Company Name & Address	Contact Names
Client:		
Mailing House:		

Purchase Order	Campaign Name	Net Names Discount %
Selection		

Order Details	Product:			
Database(s)	Volume	Cost per 1000	Costs	
Reuse	Gross Price	Net Names/Reuse Disc. Amt	Broker Discount	Net Price
Total Records:		Sub-Total:		

Additional Costs		Output: Email
Description	Unit Cost	Total Cost

Vat Applicable	Total Order Cost:
Yes	
No	

Additional Information

Payment: within 30 days upon receipt of invoice. VAT will be added to the prices quoted above.
Please sign in association with the attached terms and conditions.

Signed

Print Name:

Email:

Position:

Phone:

Date:

Date:

1. INTERPRETATION

1.1 In these Terms and Conditions and the Confirmation of Order save where the context otherwise requires the words and phrases below shall have the following meanings:

"VNU" - includes in its meaning any holding company, sister companies or subsidiary companies;

"the licensee" ? the individual firm of company whose name and addresses are set out in the Confirmation of Order.

"the Confirmation of Order" ? the Confirmation of Order form signed by the Licensee to which those conditions are annexed.

"the License period" ? the period as set out in the Confirmation of Order.

"List" means the proprietary information or data of VNU consisting of names and addresses and any other agreed data relating to individuals in the form of printed lists or computer tapes or in any other form for transferring or recording data supplied to the Licensee and as further described in the Confirmation of Order; and "Name" means a name and address obtained from the List and used by the Licensee

1.2 The headings to the clauses of these Terms and Conditions are for ease of reference only and shall not affect the interpretations or construction thereof.

2. LICENSE

2.1 The license to use the List shall be non-exclusive and non-transferable save as defined in the Confirmation of Order and is granted subject to the restrictions set out in this Agreement.

3. ACCESS TO THE LIST

3.1 VNU will supply the List in the agreed output format with a record layout as specified on this Confirmation of Order.

4. FEES

4.1 The fees shall be as specified in the Confirmation of Order and shall not be refundable.

4.2 All invoices of VNU shall be paid by the Licensee within thirty (30) days of the date of invoice. In the event of late payment, VNU may charge interest on the amount outstanding before and after judgement at the rate of four (4) percent above the Base Rate of Midland Bank plc in force from time to time from the due date until the date of payment.

4.3 If Goneaways, as defined by the Royal Mail, exceed 5% of the total number of Names rented, the Licensee shall be entitled to a credit in respect of the actual price paid for the number of Names Goneaway exceeding 5%. Such credit will only be due in respect of any mailing undertaken within two months of delivery of the List and will not apply to any repeat mailing. Such credit must be claimed within ninety (90) days of the mailing date and supported by the appropriate documentary evidence. Such credit may, at the option of the Licensee, be provided by means of credit on invoice or in the form of free Names to be provided with the next order made to VNU by the Licensee.

4.4 Any other credits due to the Licensee in respect of any invoice must be claimed within thirty (30) days of the delivery date.

4.5 If any amount of the invoice is disputed by the Licensee the Licensee shall pay to VNU the value of the invoice less the disputed amount in accordance with these payment terms. No dispute as to one invoice shall give the Licensee the right to withhold payments as to any other invoice not in dispute.

4.6 Where the Agreement requires payment of a deposit, the Licensee acknowledges that the deposit is not returnable.

4.7 All licence fees are exclusive of value added taxes which will be added to invoices where appropriate.

4.8 Any fees stated in this Agreement or the Schedules shall only relate and apply to the List provided hereunder and is in no way an indication of prices for other arrangements, orders or agreements with the Licensee.

5. DURATION

5.1 This agreement shall continue, without prejudice to any rights of earlier termination contained herein, for the period set out in the Confirmation of Order.

6. LIMITATION OF VNU'S LIABILITY

6.1 VNU warrants that it has the right to license the List but otherwise the List is licensed on an "as is" basis without any warranty of any kind, express or implied, oral or written, including, without limitation, the implied conditions of merchantable quality, fitness for purpose and description, all of which are specifically and unreservedly excluded. In particular, but without limitation, no warranty is given that the List is suitable for the purposes intended by the Licensee.

6.2 VNU shall not be liable for any claim arising out of the performance, non-performance, delay in delivery of or defect in the List nor for any special, indirect, economic or consequential loss or damage howsoever arising or howsoever caused (including loss of profit or loss of revenue) whether from negligence or otherwise in connection with the supply, functioning or use of the List or any breach of the Agreement. Any liability of VNU shall in any event be limited to the license fees paid by the Licensee in the year in which the event of default arises.

6.3 VNU warrants that the List will be supplied using reasonable care and skill. VNU does not warrant that the List supplied is error-free, accurate or complete.

6.4 Nothing herein shall limit either party's liability for death or personal injury arising from the proven negligence by itself or its employees or agents.

6.5 The Licensee shall fully indemnify VNU against any liability to third parties arising out of the Licensee's use of the List.

6.6 Neither party shall be liable for any delay or failure to perform arising from circumstances outside of its control.

7. PROPRIETARY RIGHTS

7.1 The List and the copyright and other intellectual property rights of whatever nature in the List are and shall remain at all times the property of VNU. VNU reserves the right to grant licenses to use the List to any other party or parties.

7.2 The Licensee shall notify VNU immediately if the Licensee becomes aware of any suspected or actual unauthorised use of the whole of any part of the List by any person or party.

8. LICENSEE'S OBLIGATIONS

8.1 The Licensee hereby undertakes to VNU that it will use the List solely for the internal business purposes of the Licensee.

8.2 Save for the purpose specified in the sub clause 8.1 hereof the Licensee shall not, without VNU's prior written consent reproduce, duplicate or copy the List or any part thereof or information extracted therefrom to any third party whatsoever.

8.3

(a) VNU warrants that it is registered as a Data User under the Data Protection Act. Each party will comply with the Data Protection Act including but not limited to its obligations in respect of any personal data which it may supply to or receive from the other party.

(b) The Licensee will ensure that any use to which the List is put to comply with the current Codes of Practice of the appropriate supervisory Bodies whose current codes are as follows: The Direct Marketing Association (DMA); The British Code of Advertising Practice (BCAP), The British Code of Sales Promotion Practice (BCSPP), The Code of Practice of the Independent Committee for Standards of Telephone Information Services (CSTIS).

(c) The Licensee shall not use or transfer any of the List without submitting to VNU examples of the mail pieces or other items to be sent or communicated using the List. They shall be submitted to VNU at least three (3) working days before the day on which the List are required. VNU will, where necessary, submit the mail pieces or other items to the Bodies responsible for administering the Codes of practice for their advice and or approval. The decision of these Bodies shall be accepted by VNU and the Licensee and no claim shall be made for damages and consequential loss as a result of their decision.

(d) The Licensee hereby undertakes that the instructions to VNU in respect of the List selections and special instructions as specified on the Order of Confirmation is complete and correct in every respect as the Licensee will be charged additional associated costs of re-output of an order due to and/or incomplete selection instructions.

(e) Any quotation given by Confirmation of Order or such VNU of the number of Names included in the List is an estimate only.

(f) The Licensee is responsible for ensuring that the Order Confirmation is correct in all respects and includes an accurate and complete description of the List or Lists required.

9. SECURITY AND CONTROL

9.1 During the continuance of the Agreement the Licensee shall effect and maintain adequate security measures to safeguard the List from access or use by any unauthorised person.

9.2 The Licensee shall retain the List and all copies thereof under its own effective control.

10. TERMINATION

10.1 VNU may terminate this Agreement forthwith on giving notice in writing to the Licensee if:

a) The Licensee commits any serious breach of any term of this agreement (including without limitation any breach of clauses 7,8 or 9) and in the case of a breach capable of being remedied shall have failed to remedy the breach within 14 days after the receipt of a request in writing from VNU so to do; or

b) The Licensee fails to comply with a statutory demand or shall go into liquidation (other than for the purposes of reconstruction of amalgamation) or have a resolution passed for its winding-up or have an administrative receiver appointed or have a position presented to the Court for an administration order under Part II of the 1995 Act or have a voluntary arrangement approved under Part I of the 1995 Act.

10.2 Forthwith upon the termination of this Agreement in consequences of breach by the Licensee, the Licensee shall return the List obtained by it to VNU and all copies of the whole or part thereof and shall at the request of VNU permit VNU, its officers, agents or employees to enter upon the Licensee's premises in order to retake possession of the List obtained by the Licensee and all copies of the whole or any part thereof in the manner specified by VNU and shall certify to VNU in writing that it has been so destroyed.

10.3 Any termination of the Agreement howsoever occasioned shall not affect the accrued rights or liabilities of either party nor shall it affect the coming into force of any provision hereof which is expressly or by implication intended to come into or continue in force.

11. ASSIGNMENT

11.1 The Licensee shall not be entitled to assign, sub-license or otherwise transfer the benefit and/or the burden of this Agreement whether in whole or in part, and this agreement shall be personal to the Licensee only.

12. ENTIRE AGREEMENT

12.1 This Agreement supersedes all prior agreements, arrangements and undertakings between the parties relating to its subject matter and constitutes the entire agreement between the parties relating thereto. No addition to or modification of any provision of this agreement shall be binding upon parties unless made by a written instrument signed by a duly authorised representative of each of the parties.

13. WAIVER

13.1 The failure by VNU to exercise a right or remedy hereunder shall in no manner affect its ability to exercise that right or remedy at a later time. No waiver by VNU of the breach of any provision hereof whether by conduct or otherwise on any one or more instances shall be deemed to be a further or continuing waiver of such provision.

14. NOTICES

14.1 All notices which are required to be given hereunder shall be in writing and shall be sent to the address of the recipient set out in the other addresses at the recipient may designate by notice given. In accordance with the provisions of this clause any such notice may be delivered by hand or by first class prepaid letter, telex or facsimile and shall be deemed to have been served if by hand which delivered, if by first class post 48 hours after posting and if by telex or facsimile when dispatched.

15. PROPER LAW AND JURISDICTION

15.1 This agreement shall be governed by and constructed in accordance with the laws of England. Any dispute which may arise between the parties concerning this Agreement shall be determined by the English Courts and the Subscriber hereby submits to the exclusive jurisdiction of those such purposes.

16. CANCELLATIONS

16.1 VNU reserves the right to refuse Cancellation of this order by the Licensee.

16.2 The Licensee may request to cancel an Order Confirmation. Such requests must be made in writing stating all reasons for the request and be forwarded to VNU by registered post and must be received by VNU before the shipment has been effected and in any event within seven (7) days of the date of the relevant Confirmation of Order. VNU reserves the right to refuse cancellation of the Confirmation of Order for any reason. The Licensee acknowledges that cancellation will give rise to substantial loss of profit on the part of VNU who may take this into account and require compensation to be paid to it as a precondition to consenting to such cancellation.