



I. WHAT IS TOP GUN?

Top Gun is a system offering client access to Route 72's consumer Opt-In email database, providing them the opportunity to purchase credits at a discounted rate and download email data leads **ON DEMAND**.

1 Credit = 1 Complete Opt In Email Lead:

- *Email, First name, Last name, Address, City, State, Zip Code, Gender, Date of Birth, Date Stamp, Source of Opt-In and IP Address.*

II. BENEFITS OF TOP GUN.

- The ability to tap into over 45 million consumer records using email
 - * *1/3 of all consumers using the Internet are in our database*
- Ability to access numerous geographical locations
- The ability to search by:
 - State
 - Zip Code
 - Radius to Zip Code
 - Age range
 - Gender
- Ability to download your lists IMMEDIATELY
 - * *All hard bounces always replaced with additional credits*
- The ability to access the **Cleanest Data Available** today
- Inexpensive / No set-up fee
- Month to Month

III. CONTACT INFORMATION.

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