

Chart of Growth in "Opt-outs" - INCLUDES ALL MEMBERS IN ACTIVE & INACTIVE CLASS*

Date Stats Captured	Total # of members who are "opted out" of mail lists	# of members who have opted out since last count	cumulative total # of members who have opted out since 05/20/04	Total Membership at this date	% of Total Membership "Opted Out"
05/20/04	13032	started tracking stats 05/20/04	started tracking stats 05/20/04	≈193850	6.7%
02/01/05	17908 (Active: 13078 Inactive: 4452 Other: 378)	4876	4876	198312	9.0%
02/09/06	26276 (Active: 19403 Inactive: 6427 Other: 446)	8368	13244	≈203183	12.93%
02/01/07	34197 (Active: 25255 Inactive: 8327 Other: 615)	7921	21165	208506	16.40%
02/01/08	42304 (Active: 31405 Inactive: 10095 Other: 804)	8107	29272	214061	19.76%

* "Active & Inactive class" includes Active, Inactive and Not Eligible status. Last Revised 02/20/08.