

Subscription Options

You want to be where consumers are.

According to Forrester Research, almost a third of Web site visitors are consumers researching products online that they will later buy in brick-and-mortar stores. Every month, over a million shoppers visit shopping center websites from work, home, or hotel. Hundreds of tourism groups use these same websites to help plan trips.

We invite you to choose from these three free subscription options:

- ① **Associate Retail Member:** Afraid of making a commitment? Try us just for the Holidays and see how easy it can be to control your brand image on our network.

Submit information by October 31st and join hundreds of other retailers who have already discovered the simplicity of cross-channel marketing. Your information will reach a consumer base of over one million shoppers a month!

Plus, all members receive access to RetailHub, a web-based service that helps you control and schedule the display of your brand information anywhere, anytime.

- ① **Principal Retail Member:** Participate in three consecutive seasons and become a Principal Retail Member.

You'll get access to our proprietary 2001 Holiday Post-Mortem Report, including useful information on each portfolio's approach to retailer relations, traffic patterns, and statistics for your locations.

- ① **Premium Retail Member:** Make it easy on yourself -- have our account managers remember your deadlines for you!

Simply include Mallfinder in your distribution lists for merchandise updates and sales. We'll automatically update your content for you. You'll also get web access to other valuable local market information such as the industry's most up-to-date directory of mall contacts, local store directories, and more. In addition you'll receive a copy of the 2001 Holiday Post-Mortem Report.

To find out more about becoming a Retail Member, contact Mallfinder Network at (888) 681-4303 or logon to www.mallfinder.com/brandsynch.