

MDI025-CHANGE REQUEST COMPLETED MDE310-PF9 -RETURN TO NAME/ADDR INQUIRY
MDCA02A PHILIP MORRIS DIRECT MARKETING 10/21/93
NAME & ADDRESSES 16:42:00

MAINT CODE NAME INFORMATION
CNTL NO LAST NAME FIRST NAME MI MAT TITLE SMOKER DESC.
002039245 ZAGO CHRISTA MS. 2 SMKR,SIG.
SEX BIRTHDATE DOB AGE PHONE NUMBER ETHNIC BACKGROUND SRC ORIGINAL CHANGE
F 12/21/1941 I 51 U UNKNOWN U 12/25/1986 10/21/1993
MARITAL 1 MARRIED - OVERLAY EDUCATION U UNKNOWN
PACK/DAY J MORE 1 TO 1.5 PACKS OCCUPATION 2 ADMINISTRATIVE/MGR
NO MAIL N NO MAIL SCREAMER SOURCE 87798 VSLIMS LTS DM INTRO

ADDRESS INFORMATION
ADDRESS 1 71 MEADOW LANE HH INCOME P \$40,000 - \$49,999
ADDRESS 2 REGION 1
CITY KATONAH TRADE 1H0 NEW YORK
STATE NY ZIP 10536 1413 NIELSEN COUNTY A NIELSEN COUNTY A
STATUS NCOA UNDELIVER OVERLAY
01/01/0001 01/01/0001 12/31/1989
GEO CLUSTER 04 SUBURB FAMLY/TEENS

F1-HELP! F2-MAIN F3-SUBMENU F5-PROGRAM F6-BRAND F7-MEDIA/OFFER F10-INDEX-NO

2024541404

MDI001-REQUEST COMPLETE

MDE310-PF9 -RETURN TO NAME/ADDR INQUIRY

MDCA04A P H I L I P M O R R I S D I R E C T M A R K E T I N G 10/21/93
N A M E & P R O G R A M S 16:42:06

NAME INFORMATION

CNTL NO LAST NAME FIRST NAME MI MAT TITLE
002039245 ZAGO CHRISTA MS.

PROGRAM INFORMATION

M	C	PROGRAM DESCRIPTION	RESPONSE		SIGNA- TURE	O C R			C O D E	
			COUNT	DATE		MAIL	CELL	BRN	CHK	
		93271A MARL HOLIDAY	0000	01/01/0001		540	09	80	8	
		93215A MAT II DIRECT	0000	01/01/0001		466	18	80	7	
		92115A CORP. VOLUME PULL	0000	01/01/0001		414	11	80	2	
		91123A DATACAP 1991	0001	07/09/1991	N					
		91303A B&H S&SAVE CO-OP	0000	01/01/0001		247	00	75	5	
		91605A 1991 SLIMS CLUB	0000	01/01/0001		225	10	80	6	
		90112A DATACAP NAMES 1990	0002	09/01/1990	Y					
		90119A INFOBASE OVERLAY '90	0000	01/01/0001	N					
		90609B SUPERSLIMS MEDIA BRC	0000	01/01/0001		175	01	80	2	
		89615B SUPERSLIMS NATL INTR	0000	01/01/0001		133	00	00	1	
		89109A PM MAGAZINE	0001	08/01/1990	N					
		89104A PM SMOKER NEWSLETTER	0002	10/16/1989						
		89615A SUPERSLIMS NATL INTR	0001	12/19/1989						

F1-HELP! F2-MAIN F3-SUBMENU F4-ADDR F6-BRAND F7-MEDIA/OFFER F10-INDEX-NO

2024541405

MDI001-REQUEST COMPLETE

MDE310-PF9 -RETURN TO NAME/ADDR INQUIRY

MDCA04A PHILIP MORRIS DIRECT MARKETING 10/21/93
NAME & PROGRAMS 16:42:18

NAME INFORMATION

CNTL NO LAST NAME FIRST NAME MI MAT TITLE
002039245 ZAGO CHRISTA MS.

PROGRAM INFORMATION

M C	PROGRAM DESCRIPTION	RESPONSE		SIGNA- TURE	O C R C O D E			
		COUNT	DATE		MAIL	CELL	BRN	CHK
	89120A INFOBASE OVERLAY	0000	12/31/1989					
	89160A PM HOLIDAY COUPON 89	0001	01/25/1990		138	01	80	0
	89402A MERIT BLIND '88 F/U	0000	01/01/0001					
	89400A MERIT BLIND 1989	0001	05/12/1989					
	89000A REQUALIFICATION III	0001	01/01/0001					
	87302A B&H LIGHTS BOX INTRO	0001	02/17/1989					
	88400A MUL DIRECT MAIL PROG	0001	02/17/1989					
	88420A MERIT BLIND 1988	0001	02/17/1989					
	88001A REQUAL II - NEW NAME	0001	01/01/0001					
	87798A VSLIMS LTS DM INTRO	0001	01/01/0001					

F1-HELP! F2-MAIN F3-SUBMENU F4-ADDR F6-BRAND F7-MEDIA/OFFER F10-INDEX-NO

2024541406