

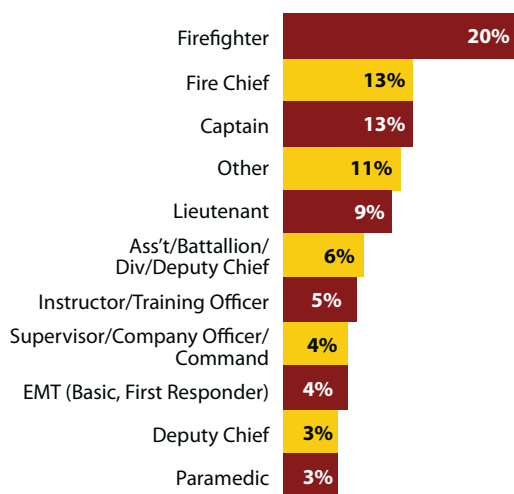
Between **FireRescue1.com**, our best-in-class eNewsletters and our extended network of firefighting microsites and social media, FireRescue1 reaches deeply and broadly into the fire service. With **250,000 FireRescue1 members**, our membership is balanced geographically as well as functionally across all ranks and divisions. Our membership is also weighted toward decision makers, with more than 87% of our members either influencing or making purchasing decisions for their department or purchasing product for themselves. FireRescue1 has quickly established itself as a relied-upon resource for the fire service, and with membership that has grown 24% over the past year, our market presence continues to expand.

FireRescue1's reach includes:

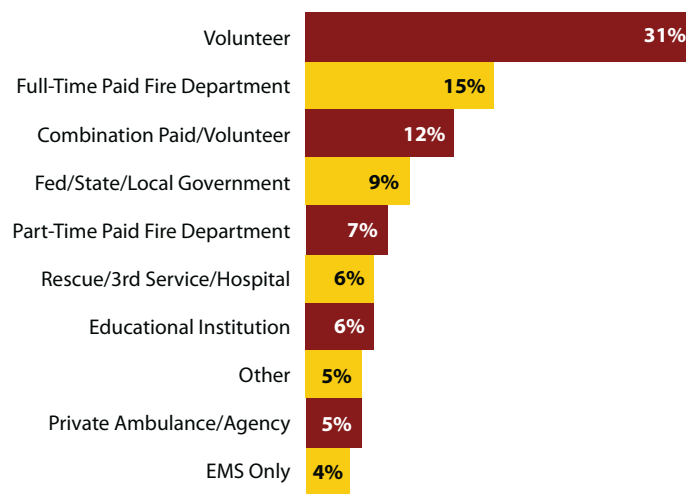
- An average of 450,000 unique visitors across the FireRescue1 Network each month*
- Over 1,600,000 page views every month
- More than 75,000 unique visitors to our FireRescue1 Product Categories each month
- 190,000 subscribers to our FireRescue1 eNewsletter, sent three times a week

FireRescue1's network of specialized firefighting web sites includes www.FlashoverTV.com, www.VolunteerFD.com, www.FireRehab.com, www.FireGrantsHelp.com, and www.PPE101.com.

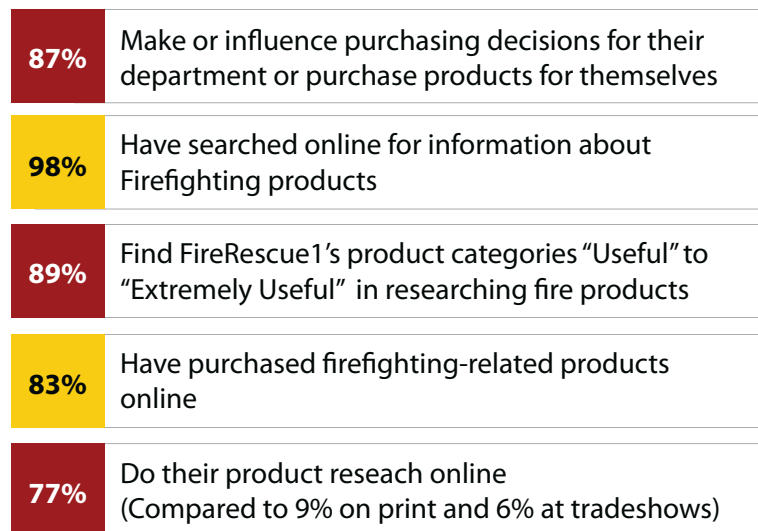
Rank/Job Function



Type of Organization



Member Purchasing Influence



* Audited by Omniture

Member Feedback

"Great site! A lot of the articles on your site are very useful to our department; They constantly keep reminding us of things we should check, train on, and prepare for. You have great info about all types of products, apparatus, etc. Keep up the great work!"

- **Josh Chambers, Firefighter, Marble Rock Fire Department**

"As a department District Commissioner and a Active Firefighter it has been much easier to use our online sources to look up information on products versus listening to a salesman of a company selling his or her own products. We currently are working on a few different things (new station and new heavy rescue truck) and any ideas are very helpful. Thank you."

- **Eric Bear, District Commissioner, Greenville Fire Department**

Source: Member correspondence and surveys