



Currier Communications

Annapolis, Maryland

Republican National Committee
Bush/Quayle '92
The Cato Institute
The Leadership Institute

May 2005
(looking toward
November 2006)

*"a ready asset to the
political industry..."*

Mary Matalin

Senator Bob Dole
Senator Elizabeth Dole
Rep. J. C. Watts
Senator John Sununu

*"Your work made a
very real difference..."*

President George Bush

International Foundation for
Electoral Systems
House Committee on
Veterans' Affairs

*"These are tools we
have not had before..."*

Ollie North

Norway Hill & Associates
Friends of Bobbie Kilberg
Committee to Elect Phil Bissett
Friends of Mike Collins

*"They taught me about
persuadables. Consider
me persuaded!"*

Councilwoman Cathy Vitale

Dear Maryland Republicans:

Over the years, one thing has become universally apparent in political and grassroots organizations: Data is the key. Targeted data is now essential. And micro-targeted data is the scalpel with which strategic political plans are carved and the instrument with which winning political strategies are played out.

As a result, the demand for targeted and micro-targeted political data has grown by leaps and bounds, with technology paving the way. To that end, Currier Communications has partnered with leading consumer information providers to offer strategic data solutions for the political world.

By applying our targeting formulas to a population of voters, and then overlaying personal and consumer data, we have achieved the "dreamset" of micro-targeted voter data.

Which strategic datasets will make the difference in your next campaign? We can provide Likely Primary Voters, General Persuadable Voters, New Voters, Unregistered Voters, and Voters Likely to Convert.

Combine any of these datasets with market overlay services and you will know which issues are likely to be top-of-mind and what messages are likely to earn votes.

Where will you get your next Constituent Database, Walk Lists, Mailing Data & Labels, E-Mail Lists, or Phone Bank Lists? Why not work with a trusted source for strategic data with "local knowledge" of the Maryland market?

We look forward to working with you!

Sincerely,
C. B. Currier

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