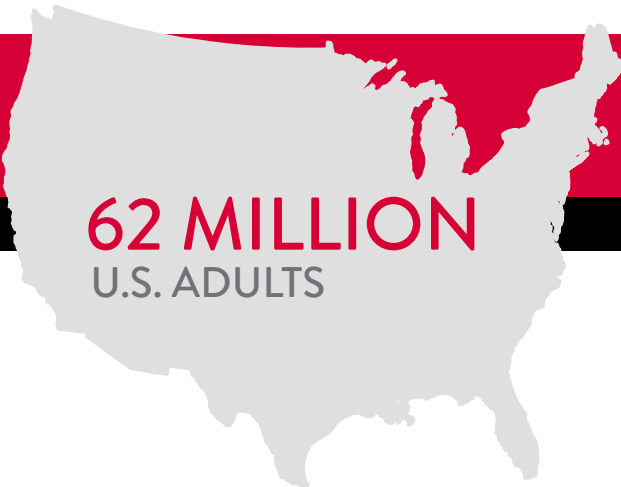
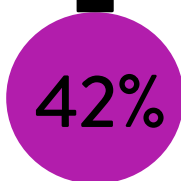




'TIS THE SEASON FOR GIFT SPLURGERS



ADULTS WHO LIKE TO SHOWER THEIR LOVED ONES WITH GIFTS AND CONSIDER THEMSELVES SPENDERS RATHER THAN SAVERS



HAVE CHILDREN IN HOUSEHOLD



MORE LIKELY TO BE MILLENIALS

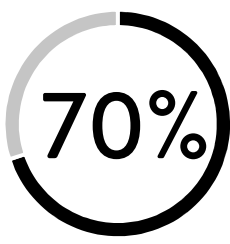


AVG. HOUSEHOLD INCOME

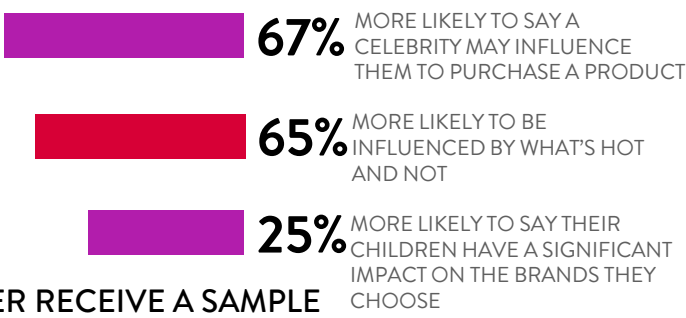


55% MORE LIKELY TO MAKE IMPULSE PURCHASES

WINNING OVER THE WANDERERS



WOULD RATHER RECEIVE A SAMPLE THAN A COUPON FOR A PRODUCT



83% CARRY THEIR CELL PHONE EVERYWHERE THEY GO

7 MILLION USE SOCIAL NETWORKING FOR VIP MEMBERS-ONLY EVENTS



FOR MORE INFORMATION

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VISIT: WWW.SCARBOROUGH.COM

