

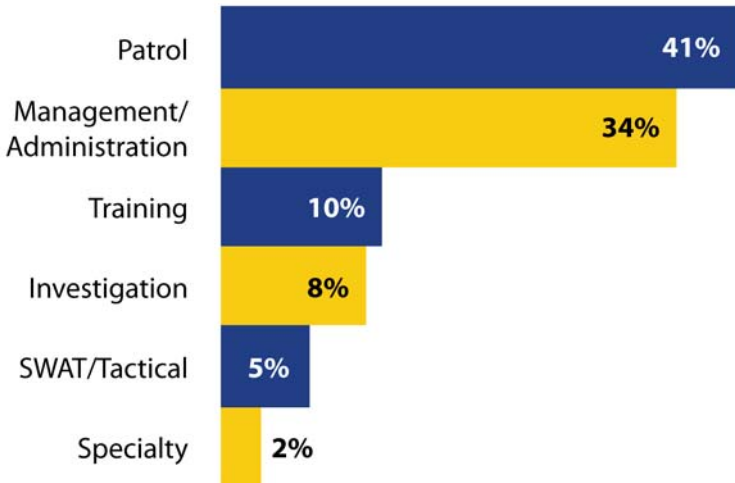
PoliceOne.com accesses a broad-based sample of Law Enforcement daily through our site, Newsletter, eBlast and Social Media. With more than **420,000 registered members**, our database represents more than 35% of all state and local officers with balanced distribution geographically as well as functionally across all ranks and divisions. Membership is weighted toward decision makers, with management making up 30% of our members.

PoliceOne's reach includes:

- 1.3 Million unique visitors across the PoliceOne Network each month*
- More than 160,000 unique visitors to our PoliceOne Product Categories each month
- 270,000 subscribers to our thrice-weekly PoliceOne eNewsletter

PoliceOne's network of specialized law enforcement web sites includes www.BLUtube.com, www.CalibrePress.com, www.PoliceGrantsHelp.com, www.LawEnforcement.com, and www.CopsOnline.com.

Rank/Job Function



Management Ranks – 30% of members

30% of the PoliceOne community holds a management rank within their department. Below is a breakout of that membership segment by rank:

Sergeant	38.1%
Lieutenant	13.8%
Chief	9.9%
Corporal	9.0%
Asst. Chief/Undersheriff/Deputy Sheriff	5.8%
Captain	5.5%
Sheriff	6.1%
Commander	1.3%
Others**	10.5%

**Includes other leadership ranks such as Assistant Chief, Major, Colonel and Supervisor.

Member Purchasing Influence

91% Have searched online for information about Law Enforcement products in the past 6 months

90% Make or influence purchasing decisions for their department or purchase products for themselves

89% Say P1's products categories are "useful" or "extremely useful" in reseaching police products

82% Say they do a majority of their product research online (Compared to 5% print and 2% tradeshow)

71% Have purchased Law Enforcement related products online in the past 6 months

Member Feedback

"More Cops and Deputies consult PoliceOne than any other website, magazine, or physical store for not just popular, well made, industry-specific products, but for the expertise, training and survival tips, and true-story, this-could-happen-to-you type anecdotes and articles. Thank you for provide a great service to those who try their best to provide the same. You truly 'get it'"

- Terry Cullin, Deputy, Montgomery County Sheriff's Department

"I found out about your site via a co-worker. I have 18 months left before I retire. I would have like to have had the ability to use this site when I first started in law enforcement. It's a useful tool for officers that are on the job"

- Alex Falconer, Officer, Enforcement Police Department

Source: Member correspondence and surveys

* Audited by Omniture