

CATALINA MARKETING CORPORATION

200 Carillon Parkway

St. Petersburg, Florida 33716

Attn: Investor Relations

Facsimile No.: (727) 563-5675

Email: Investor.Relations@catalinamarketing.com

Ladies and Gentlemen,

The undersigned hereby represents and warrants to Catalina Marketing Corporation (the "Company") as follows:

- (1) it is the beneficial owner, or is acting on behalf of a beneficial owner, of the principal amount indicated on the signature page of this certification of any of the following indebtedness of the Company:
- Senior Notes due 2015 (the "Senior Notes");
 - Senior Subordinated Notes due 2017 (the "Senior Subordinated Notes" and, together with the Senior Notes, the "Notes").
- Check this box.

OR

- (2) it is one of the following:

(Please check one of the boxes below. If you have any questions, please consult your financial advisor or legal counsel.)

- a "qualified institutional buyer" (a "QIB") as defined in Rule 144A under the U.S. Securities Act of 1933, as amended, and is considering acquiring any of the Notes for its own account or for a discretionary account or accounts on behalf of one or more QIBs (as to which it has been instructed and has the authority to make the statements contained herein);
- a reputable security analyst who regularly covers or intends to cover the Company and the Notes; or
- a reputable market maker who regularly makes or intends to make a market in the Notes.

[Signature Page Follows]

The undersigned understands that it is providing the information contained herein solely for purposes of enabling the Company to determine whether the undersigned should receive access to the password protected online data system (the "Secured System") on which the Company provides annual and quarterly reports and certain other information relating to its business, in accordance with the indentures relating to the Notes. This letter is neither an offer to purchase or exchange any securities, including the Notes, nor creates any obligations whatsoever on the part of the Company or the undersigned to sell or purchase any securities.

Very truly yours,

Dated: _____

By: _____

(Signature)

If Applicable—

Aggregate Principal Amount of Senior Notes held by the signatory:

(Name)

US\$ _____

(Title)

(Institution)

Aggregate Principal Amount of Senior Subordinated Notes held by the signatory:

(Address)

US\$ _____

(City, State and Zip Code)

(Country)

(Phone)

(Facsimile)

(Email Address for receiving login and password information for access to the Secured System)