

**LRP**  
**Reciprocal Rental Agreement**

List Brokerage Firm: \_\_\_\_\_

List Broker Contact Name: \_\_\_\_\_

Mailer: \_\_\_\_\_

Offer: \_\_\_\_\_

This Agreement dated as of \_\_\_\_\_, 2009 (the “Effective Date”), shall have a term commencing on the Effective Date and ending 12- months thereafter

\_\_\_\_\_ (mailer), understands that all orders are being processed on a reciprocal basis.

It is understood that LRP will be cleared to rent a reciprocal quantity of names from the customer lists of the aforementioned mailer.

Signed,

Mailer: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name of Individual: \_\_\_\_\_

Title: phone: \_\_\_\_\_

Date: \_\_\_\_\_

Email address: \_\_\_\_\_