

ADVANCED LIFE RESEARCH

11,000 7/06-6/07 BUYERS \$130/M

RECIPROCAL PRICING APPLIES

SUMMARY: THESE HIGHLY RESPONSIVE MAIL ORDER BUYERS ARE LOOKING FOR A NATURAL HEALTH ALTERNATIVE TO MAKE A PERMANENT CHANGE IN THEIR HEALTH. THESE HEALTH CONSCIOUS INDIVIDUALS HAVE PURCHASED A VARIETY OF HEALTH CARE DIETARY SUPPLEMENTS AND MANY OF THEM HAVE MADE MULTIPLE PURCHASES. THESE BUYERS ARE VERY RESPONSIVE TO SAFE AND NATURAL ALTERNATIVES FOR FEELING BETTER, HEALTHIER AND LIVING LONGER.

DEMOGRAPHICS: 48% MALE
39% FEMALE
13% UNKNOWN

AVG UNIT/SALE: \$119.95/3 MONTH SUPPLY

SOURCE: 100% DIRECT MAIL

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

ADVLIFEM

SEPTEMBER 2007

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000