

ALCARE POTENCY

13,000 2ND QTR 08 BUYERS \$120/M
21,000 2008 BUYERS \$110/M
42,000 2007 BUYERS \$110/M
8,000 2006 BUYERS \$110/M

RECIPROCAL PRICING APPLIES

SUMMARY: IN THE SEARCH TO IMPROVE HEALTH AND WELL BEING THESE HIGHLY MOTIVATED MEN HAVE DISCOVERED ALCARE'S SILVER BULLET, A PROPRIETARY COMBINATION SPECIFICALLY DESIGNED TO INCREASE SEX DRIVE, DESIRE STAMINA AND OVERALL BETTER HEALTH.

AS A BONUS THESE RESPONSIVE BUYERS ALSO RECEIVE AN EXCLUSIVE BOOKLET, "7 SEXUAL SECRETS THAT'LL MAKE HER NEVER FORGET YOU!"

THESE BUYERS ARE A POWERFUL SOURCE FOR ANY HEALTH, DIETARY SUPPLEMENT OR ANTI-AGING OFFER AS WELL AS ANY OFFER TARGETING MATURE MALES.

DEMOGRAPHICS: MOSTLY MALE

SOURCE: 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.

ALCAREM

JULY 2008

MATERIAL:
E-MAIL \$60/F

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

SAMPLE REQUIRED

MINIMUM: 5,000