

**BIOTECH RESEARCH MASTERFILE**

107,000 4TH QTR 2009 HOTLINE BUYERS \$130/M +\$10/M  
 490,000 2009 BUYERS \$130/M  
 538,000 2008 BUYERS \$130/M  
 555,000 2007 BUYERS \$130/M  
 356,000 2006 BUYERS \$130/M

SEE INDIVIDUAL DATACARDS FOR NAMES PRIOR TO 1ST Q 06

A MASTERFILE SELECTABLE BY PRODUCT TYPE

BEAUTY: BUYERS OF VARIOUS PRODUCTS INCLUDING ALPHA BASICS, A BREAKTHROUGH LOTION DEVELOPED TO DELIVER COLLAGEN AND HYALURONIC ACID TO THE SKIN WITHOUT COSTLY INJECTIONS.

DIET: BIOTECH RESEARCH OFFERS SOME OF THE NEWEST AND MOST EXCITING WEIGHT LOSS PLANS AVAILABLE. AB-GONE HELPS REDUCE FAT IN THE ABDOMEN. BIOGENESIS AND BIO SPEED SHAPE, HELP CONSUMERS BURN CALORIES 526% FASTER THAN ORDINARY AEROBIC AND EXERCISE. THE BIOTECH RESEARCH PROGRAMS ALSO COME WITH A FAT FLUSH DIET THAT MAKES BODY SHAPING EVEN EASIER AND FASTER.

HEALTH: BUYERS OF A NUMBER OF PRODUCTS FROM BIOTECH RESEARCH INCLUDING THE PAIN NOT PAIN PATCH AND KNEED IT KNEE SAVER, THERAPEACE MIND AND NECK MASSAGER, FOOT CHOICE INSOLES AND THERMOTEX INFRARED HEATING PAD.

PRODUCTS: BUYERS OF HEALTH ENHANCING PRODUCTS THE EDENPURE AIR PURIFIER, IONLITE LAMP, BIO SPEED CLEAN SWEEPER OR EDENPURE PORTABLE HEATER. EDENPURE AIR PURIFIERS ELIMINATE DUST, SMOKE, POLLEN, GERMS, VIRUSES, MOLD, CARBON MONOXIDE, PET DANDER, DUST MITES AND MORE PROVIDING RELIEF FOR ALLERGIES AND SINUSES WHILE ONLY USING 50 WATTS OF ELECTRICITY. IONLITE PURIFIES THE AIR BY GENERATING CLEAN AND PURE IONS. THE BIO SPEED CLEAN SWEEPER, A NEW ULTRA HIGH-TECH SWEEPER CAPABLE OF 4 TIMES FASTER THAN ORDINARY SWEEPERS, ELIMINATES THE DEEP DIRT AND DUSTMITES THAT CAUSE ALLERGIES, ASTHMA, ILLNESS AND ODORS. EDENPURE PORTABLE HEATER UTILIZES ITS ADVANCED SPACE AGE QUARTZ INFRARED TECHNOLOGY TO HEAT A LARGE ROOM IN 5 MINUTES WITHOUT THE SIDE EFFECTS OF TRADITIONAL COMBUSTIBLE HEAT SOURCES.

**BIOTECMSTM**

JANUARY 2010

MATERIAL:  
E-MAIL \$50/F

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

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000

## COUNTS BY CATEGORY:

## DIET:

1,000 4TH QTR 2009 HOTLINE BUYERS  
 21,000 2009 BUYERS  
 27,000 2008 BUYERS  
 42,000 2007 BUYERS  
 16,000 2006 BUYERS

## HEALTH:

10,000 4TH QTR 2009 HOTLINE BUYERS  
 30,000 2009 BUYERS  
 137,000 2008 BUYERS  
 197,000 2007 BUYERS  
 169,000 2006 BUYERS

## PRODUCTS:

96,000 4TH QTR 2009 HOTLINE BUYERS  
 395,000 2009 BUYERS  
 374,000 2008 BUYERS  
 315,000 2007 BUYERS  
 166,000 2006 BUYERS

## BEAUTY:

INQUIRE 4TH QTR 2009 HOTLINE BUYERS  
 2,000 2009 BUYERS  
 1,500 2008 BUYERS  
 INQUIRE 2007 BUYERS  
 4,000 2006 BUYERS

## DEMOGRAPHICS:

	BEAUTY	DIET	HEALTH	PRODUCTS
FEMALE	68%	52%	60%	41%
MALE	39%	34%	35%	54%
UNKNOWN	4%	14%	5%	5%

AVG UNIT/SALE: \$200+

SOURCE: DIRECT MAIL/SPACE

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.