

CAIRNHILL GOOD LUCK & WINNING NUMBERS

****UPDATE****

1,000 1ST QTR 2005 BUYERS \$100/M
4,000 2004 BUYERS \$100/M
7,000 2003 BUYERS \$100/M

SUMMARY: BUYERS HAVE PAID FOR AN INCREDIBLY EFFECTIVE WAY TO WIN AT THE LOTTERY.

DEMOGRAPHICS: 50% FEMALE
50% MALE

AVG UNIT/SALE: \$25.00

PAYMENT TYPE: CREDIT CARD/CHECK

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.

CAIRNLUCKM

APRIL 2005

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$6/M

ZIP \$6/M

SEX \$6/M

SPLIT \$6/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000