

CANADIAN PRODUCTIONS EURYDICE BUYERS

3,000 1ST QTR 2011 BUYERS \$150/M
21,000 2010 BUYERS \$150/M
20,000 2009 BUYERS \$150/M
7,000 2008 BUYERS \$150/M
15,000 2007 BUYERS \$150/M
20,000 2006 BUYERS \$140/M
13,000 2005 BUYERS \$130/M

BEGINNING WITH 3Q09, POTENCY BUYERS ARE NOW INCLUDED & CAN BE SELECTED. ALL NAMES PRIOR TO 3Q09 ARE PRIMARILY DIET BUYERS

THIS LIST REQUIRES 4 BUSINESS DAYS FROM ORDER APPROVAL FOR SHIPPING

SUMMARY: BUYERS OF VARIOUS WEIGHT LOSS PROGRAMS AND POTENCY PRODUCTS OFFERED BY PRODUCTIONS EURYDICE.

DEMOGRAPHICS:

DIET POTENCY
MALE 20% MOSTLY MALE
FEMALE 80%

AGE RANGE 35 - 55
LOW TO MID HOUSEHOLD INCOME

COUNTS BY CATEGORY:

POTENCY:
INQUIRE 1ST QTR 2011 BUYERS

DIET:
INQUIRE 1ST QTR 2011 BUYERS

AVG UNIT/SALE: \$90

PAYMENT TYPE: 50% CREDIT CARD

SOURCE: DIRECT MAIL (100%)

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.

RESTRICTIONS: ALL ORDERS SUBJECT TO MAIL DATE CLEARANCE

CANPRODM

APRIL 2011

MATERIAL:
E-MAIL \$60/F

SELECTIONS:
PROVINCE \$7/M

FSA \$7/M

SEX \$7/M

SPLIT \$7/M

CREDIT CD \$10/M

CATEGORY \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000