

COMPLETE WEIGHT LOSS

5,000 2ND QTR 2007 BUYERS \$100/M
11,000 2007 BUYERS \$100/M
18,000 2006 BUYERS \$100/M
22,000 2005 BUYERS \$100/M
7,000 2004 BUYERS \$100/M
TELEMARKETING CHARGE \$250/M

SUMMARY: BUYERS OF COMPLETE WEIGHT LOSS HAVE SPENT \$39.95 FOR A ONE MONTH SUPPLY OF THIS NEW WEIGHT LOSS PROGRAM. THE PLAN PROMOTES A SENSIBLE DIET, LONG TERM GOALS AND A "BUDDY" SYSTEM WHERE PARTICIPANTS CAN SHARE AND DISCUSS THEIR EXPERIENCES ON THE DIET.

DEMOGRAPHICS: 95% FEMALE
5% MALE

AVG UNIT/SALE: \$39.95

SOURCE: 100% INTERNET

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.

NULYFEM

JULY 2007

MATERIAL:
E-MAIL \$50.00/F

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

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000