

CORAL WELLNESS

11,000 7/09 BUYERS \$90/M
74,000 2009 BUYERS \$90/M
63,000 2008 BUYERS \$90/M
87,000 2007 BUYERS \$90/M
75,000 2006 BUYERS \$90/M

SUMMARY: THESE HEALTH CONSCIOUS CONSUMERS PAID \$5.95 FOR A FREE 10 DAY CORAL WELLNESS TRIAL SAMPLE. THIS PRODUCT HAS BEEN FOUND TO HELP CLEANSE THE BODY OF TOXINS THAT OFTEN CAUSE ILLNESS AND DISEASE. MANY OF THESE MEN AND WOMEN CONTINUED WITH THE CORAL WELLNESS PROGRAM BY PAYING \$89.95 FOR A 6 MONTH SUPPLY. ALL PURCHASES WERE MADE USING A CREDIT CARD.

DEMOGRAPHICS: 60% FEMALE
40% MALE
AVG AGE 40

AVG UNIT/SALE: \$5.95

SOURCE: 100% TELEMARKETING

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.

CORALM

AUGUST 2009

MATERIAL:
E-MAIL \$60/F

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

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000