

**FAT BURNING SUPPLEMENT**

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**FATBURNM**

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AUGUST 2009

18,000 7/09 BUYERS \$110/M  
108,000 2009 BUYERS \$110/M  
109,000 2008 BUYERS \$110/M  
81,000 2007 BUYERS \$110/M

MATERIAL :  
E-MAIL \$60/F

SUMMARY: THESE WEIGHT CONSCIOUS CONSUMERS ARE STILL SEARCHING FOR THE PERFECT DIET PRODUCT. IN HOPES OF LOSING UNWANTED POUNDS THEY PURCHASED THIS POWERFUL FAT BURNING PRODUCT TO INCREASE METABOLISM AND PROMOTE WEIGHT LOSS THROUGH FAT CELL ELIMINATION. THIS REVOLUTIONARY DIET PRODUCT HELPS TO MELT THE FAT AWAY.

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

THIS FILE IS A MUST FOR ALL HEALTH AND DIET OFFERS.

DEMOGRAPHICS: 70% FEMALE  
20% MALE

AVG UNIT/SALE: \$75

RECIPROCAL SELECT  
PRICING APPLIES

SOURCE: INTERNET  
DIRECT MAIL

SAMPLE REQUIRED

MINIMUM: 5,000

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.