

HOODIA XPF PLUS DIETARY SUPPLEMENT BUYERS

11,000 6/07 BUYERS \$110/M +\$10/M
31,000 4/07-6/07 BUYERS \$110/M +\$ 5/M
73,000 1/06-6/07 BUYERS \$110/M
99,000 7/06-6/07 BUYERS \$110/M
PHONE NUMBERS \$300/M

SUMMARY: BUYERS OF THE HOODIA XPF PLUS WEIGHT LOSS DIETARY SUPPLEMENT "THE NEXT GENERATION IN WEIGHT LOSS" BY NUTRACORE, INC.

THESE ARE ALL DIRECT RESPONSE GENERATED BUYERS OF HOODIA XPF PLUS - A DIETARY SUPPLEMENT THAT HAS BEEN DESIGNED TO COMBINE THE POTENTIAL EFFECTS OF HOODIA WITH OTHER NUTRITIONAL SUPPLEMENTS - COMMONLY USED TO HELP PEOPLE IN THEIR EFFORTS TO LOSE WEIGHT.

THESE HEALTH CONSCIOUS BUYERS HAVE ALL VISITED WWW.HOODIAXPF.COM AND COMPLETED A HEALTH PROFILE IN WHICH THEY PROVIDED SEVERAL DEMOGRAPHIC ELEMENTS SUCH AS AGE AND DATA ELEMENTS RELATED TO THEIR CURRENT AND DESIRED WEIGHT, AND COMPUTER OWNERSHIP & USAGE. ALL BUYERS PURCHASED THE PRODUCT THROUGH AN ONLINE CREDIT CARD TRANSACTION.

THE HOODIA XPF PLUS DIETARY SUPPLEMENT BUYERS FILE IS AN EXCELLENT LIST FOR ALL TYPES OF HEALTH AND FITNESS OFFERS AS WELL AS INVESTMENT, FINANCIAL SERVICES, MONEY-MAKING OPPORTUNITIES, CREDIT CARDS, CATALOGS, PUBLISHING, SELF-IMPROVEMENT AND MORE.

DEMOGRAPHICS: 92% FEMALE
8% MALE
INCOME \$35M-\$75M
100% CREDIT CARD BUYERS

AVG UNIT/SALE: \$44.95 (30-DAY SUPPLY)
\$88.93 (90-DAY SUPPLY)

SOURCE: SEARCH ENGINE OPTIMIZATION, GOOGLE AD WORDS, E-MAIL MARKETING AND ONLINE BANNER ADS

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.

HOODIAM

JULY 2007

MATERIAL:
E-MAIL \$75/F
DISKETTE \$50/F
MAG TAPE \$25/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M
AGE \$10/M
CURRENT WEIGHT \$10/M
DESIRED WEIGHT \$10/M
COMPUTER OWNERS \$10/M
DVD OWNERS \$10/M

SAMPLE REQUIRED

MINIMUM: 5,000