

PINNACLE MARKETING HEALTH PRODUCTS

10,000 3RD QTR 2004 BUYERS \$100/M
70,000 2004 BUYERS \$100/M
165,000 2003 BUYERS \$100/M
55,000 2002 BUYERS-NEVER BEFORE AVAIL \$100/M

SUMMARY: PINNACLE MARKETING OFFERS SOME OF THE MOST SUCCESSFUL HEALTH PRODUCTS ON THE MARKET TODAY INCLUDING ULTRACARB WEIGHT LOSS PROGRAM AND ACADIAN SKIN CARE TREATMENT. EVERYONE ON THIS FILE HAS PURCHASED A PINNACLE MARKETING HEALTH PRODUCT WITH A \$140.00 AVERAGE UNIT OF SALE. OVER 90% HAVE PAID WITH A BANK CREDIT CARD.

DON'T DELAY TESTING THIS IMPORTANT FILE FOR ALL HEALTH OFFERS AS WELL AS GENERAL MERCHANDISE, MAGAZINES, BOOKS, CREDIT CARDS AND MORE!!

DEMOGRAPHICS: 50% MALE
50% FEMALE

AVG UNIT/SALE: \$140

SOURCE: 80% RADIO ADS
20% NATIONAL MAGAZINES & LOCAL NEWSPAPERS

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATE. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

PINM

MARCH 2005

MATERIAL:

E-MAIL \$50/F

SELECTIONS:

STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

PRODUCT N/A

RECIPROCAL SELECT PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000