

**PREMIER WEIGHT LOSS PROGRAM**

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61,000 4TH QTR 07 BUYERS/INQS \$100/M  
238,000 2007 BUYERS/INQS \$100/M  
230,000 2006 BUYERS/INQS \$100/M  
240,000 2005 BUYERS/INQS \$100/M  
238,000 2004 BUYERS/INQS \$100/M

SUMMARY: THE PREMIER WEIGHT LOSS PROGRAM  
COMBINES SOUND DIETARY PRINCIPLES, A POSITIVE  
SELF-IMAGE AND SOLID WEIGHT MAINTENANCE TECHNIQUES  
TO ENSURE SAFE AND EFFECTIVE WEIGHT LOSS. THROUGH  
THE USE OF MEAL REPLACEMENT BARS/SHAKES AND MAIN-  
TAINING SENSIBLE EATING HABITS, MEN AND WOMEN HAVE  
TRIED TO ACHIEVE BETTER HEALTH. GENERATED  
THROUGH 100% DIRECT MAIL, CONSUMERS SPEND AN AVERAGE  
OF \$45 PER PURCHASE.

DEMOGRAPHICS: 52% FEMALE  
48% MALE  
AVG AGE 40+  
AVG INCOME \$30,000+

AVG UNIT/SALE: \$45

PAYMENT TYPE: 58% CREDIT CARD

SOURCE: 100% DIRECT MAIL

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.

**PREMWTM**

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JANUARY 2008

MATERIAL:  
E-MAIL \$50/F

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

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000