

**SERIOUS PEOPLE FOR SERIOUS WEIGHT LOSS**

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21,000 8/08 DIET PROGRAM MEMBERS \$90/M  
168,000 2008 DIET PROGRAM MEMBERS \$90/M  
252,000 2007 DIET PROGRAM MEMBERS \$90/M  
252,000 2006 DIET PROGRAM MEMBERS \$90/M

SUMMARY: THESE DETERMINED MEN AND WOMEN HAVE INDICATED ON AN ONLINE SURVEY THAT THEY HAVE JOINED A COMMERCIAL WEIGHT LOSS CHAIN IN ORDER TO BEGIN A MORE HEALTHY LIFESTYLE. THESE SERIOUS, WEIGHT CONSCIOUS INDIVIDUALS ARE AN EXCELLENT AUDIENCE FOR ALL HEALTH RELATED OFFERS.

DEMOGRAPHICS: 55% FEMALE  
45% MALE  
AVG AGE 40+  
AVG INCOME \$30,000

SOURCE: ONLINE SURVEYS

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.

**SERIOUSM**

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SEPTEMBER 2008

MATERIAL:  
E-MAIL \$60/F

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

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000