

THE CACTUS DIET

20,000	7/08 BUYERS	\$100/M
147,000	2008 BUYERS	\$100/M
205,000	2007 BUYERS	\$100/M
149,000	2006 BUYERS	\$100/M
	TELEMARKETING	\$250/M

SUMMARY: THIS WIDELY SUCCESSFUL WEIGHT LOSS PROGRAM IS BASED ON AN ALL NATURAL APPETITE SUPPRESSANT DERIVED FROM THE CACTUS PLANT.

BUYERS OF THE CACTUS DIET HAVE SPENT AN AVERAGE OF \$34.95 AND MOST HAVE PAID BY A MAJOR CREDIT CARD.

DEMOGRAPHICS: 65% FEMALE
35% MALE
AGE 35+
INCOME \$40M+

AVG UNIT/SALE: \$34.95

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.

CACTUSM

AUGUST 2008

MATERIAL :
E-MAIL \$60/F
MAG TAPE \$25/F
DISKETTE \$50/F

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

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000