

From: [REDACTED]
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 Subject: Media Results
 Date: Mon, 03 Aug 2009 14:24:54 +0000

CONFIDENTIAL

Given our preliminary airing results, which I have also attached, we have revised our financial model to target revenues at a 3:1 to 3.50:1 media to sales ratio (MER). With the \$30-\$35 cost per lead we are now forecasting, which are based on the preliminary results, keeping in mind August is by far the worst month of the year for infomercials in general and plastic surgery in particular, we need to convert just 5% of these leads to surgical procedures and yield an average participation of 40% of an average price of \$5,000 per procedure to realize the revenue targets. Based on our knowledge of other companies in the self pay cosmetic industry, lead costs are ranging in the \$75 range, procedures in the \$5K to \$8K range and close ratios in the 10% range, so we believe our numbers are conservative.

For our first year we should earn \$3.3M after tax and second year \$14M after tax and third year \$19M after tax....these numbers are conservative but still good!



MEDIA PERFORMANCE REPORT (w/o 7/27)

Media Information					Key Business Drivers			Performance Metrics			Performance Metrics			Performance Metrics		
Market	Station	Air Date	Air Time	Media	Calls	Leads	Appts	CPC	CPL	CPA	CPC	CPL	CPA	CPC	CPL	CPA
NATIONAL	ION	7/29/2009	14:30	\$8,075	473	431	176	\$17.07	\$18.74	\$45.88						
NATIONAL	WE	8/1/2009	7:30	\$4,080	195	173	63	\$20.92	\$23.58	\$64.76						
NATIONAL	STYLE	8/2/2009	5:00	\$1,445	N/A*	55	23	N/A*	\$26.27	\$62.83						
TOTAL				\$13,600	668	659	262	\$20.36	\$20.64	\$51.91	N/A	\$ 75.00	\$ 150.00	N/A	\$ 135.00	\$ 250.00

*Call data was not available for Style on 8/2 when this report was generated

KEY	
CPC	Cost Per Call
CPL	Cost Per Lead
CPA	Cost Per Appointment

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Sincerely,

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