

EMAIL CAMPAIGN
Client: wheretobet.com

SUBJECT

More luck with your buck!

INTRO

BET WITH YOUR BRAIN. Not just your wallet. WhereToBet.com tells you where to go to WIN CASH ONLINE. FREE games. FREE Gambling news, Casino reviews, lottery results and much more. Don't lose out!

BODY

Dear <NAME>

A virtual world of hot casino action and cool cash is waiting for you on the brand-new, FREE CD ROM now available from wheretobet.com.

Sign up today and, when your CD arrives, you'll be playing at the world's best online casinos and sportsbooks in minutes! No more time-consuming, unreliable downloads. Your CD will have all the software you need to access the TOP 20 online casinos and sportsbooks instantly for hours of fun, exciting play.

PLUS, all 20 of the gaming sites on the CD have been tested for fairness and checked for licensing requirements. You get nothing but the best in online gambling from the casinos with the biggest payouts and most reliable customer service.

The FREE CD from wheretobet.com puts the odds in your favor! Get your copy now.

EMAIL CAMPAIGN

Client: shopnow.com

SUBJECT

LOVE STINKS...like roses and chocolates.

INTRO

LOVE STINKS..like roses and chocolates. And that's the smell your sweetheart is craving this Valentine's day. ShopNow's got what you need, when you need it, all in the name of love. Gifts on line, Gift on time. That's true love!

BODY

Dear <NAME>,

Who's Bugsly you might ask?

He's the cutest, fluffiest, most adorable Valentine's creature you've ever met. He's waiting for you at the Valentine's Boutique at www.giftcenter.shopnow.com along with dozens of other unique, original, just-right gifts for that special someone in your life.

Stop by the Boutique today and you're sure to find exactly the right thing that says "I love you" in just the right way. You'll discover:

The Shandy: The sexiest, most comfortable boxer short ever made. In fiery red!
Tuxedo Strawberries: Mother Nature meets chocolate and has a passionate love affair!
Love Poems by Nikki Giovanni: The perfect thing for whispering sweet *some things*!
Aphrodite Bear: The goddess of love in all of her pure bear beauty!

And so many more delicious, devilish, delightful gifts guaranteed to make this Valentine's Day one to remember. Our easy-access categories make it a breeze to find exactly what you want quickly and efficiently: For Him, For Her, For Couples, For Kids. And our reasonable prices ensure that Cupid's arrow will pierce your heart – not your wallet!

Order today and we guarantee delivery in time for Valentine's Day.

Shopnow.com. The perfect place to discover how easy it is to find just-the-right-thing to make this Valentine's Day one to remember.

EMAIL CAMPAIGN

Client: Automall

SUBJECT

Big savings. Free Car. No Joke

BODY

Dear <NAME>,

What do you have when you get 19,000 car dealers together in one place?

No, it's not a bad joke. It's AutoMall Online – the easiest, no-hassle, no-haggle way to buy a car from the comfort of your own home. Visit it now at www.automallonline.com.

AutoMall Online pits dealer against dealer in a fierce competition for your business. The result? Bottom line prices the first time you ask for them. No annoying bargaining, no uncomfortable “let me talk to my supervisor” moments, no acting, no lying. Just honest pricing, easy shopping, the car you want at a price you can afford.

Stop by today and you'll discover:

Instant price quotes. From thousands of dealers across the country. You remain anonymous while they work hard to provide you the best deal.

A Purchase Certificate. This puts your price-quote in writing and guarantees that it will be honored by the dealer. No other online car-purchasing service does this.

Fast Facts. Assistance with financing, insuring and servicing your new vehicle. Plus, browse over 600,000 pages of new and used car product and pricing information FREE!

Home Delivery. Your car brought straight to your front door.

FREE CARS! We thought we'd make getting a new car *really* easy. That's why, for a limited time, we'll be giving away a brand-new Pontiac Sunbird every week with a FREE pre-paid lease!

More than half of all AutoMall Online customers purchase a car within 45 days of using our service. Find out why we have so many satisfied customers. Visit us today at www.automallonline.com.

EMAIL CAMPAIGN
Client: Reader's Digest

SUBJECT

What you don't know CAN hurt you.

BODY

Dear <NAME>,

True or false ...

Most women who get breast cancer have a family history of the disease.

If you're a longtime smoker, it won't make much difference if you quit now.

There's nothing you can do to help prevent Alzheimer's disease.

Vigorous exercise is the only kind that produces health benefits.

BELIEVE IT OR NOT -- THEY'RE ALL FALSE!

A brand-new study has proven once and for all that good health has more to do with the way we lead our lives than with heredity.

LOOKING AFTER YOUR BODY, the new book from Reader's Digest, will help you use this cutting-edge information to slow the march of time and put you in control of the way you age! Preview it now at <http://www.readersdigest1.com/healthbook/#part>

From preventing heart disease to coping with everyday health annoyances like backaches, poor sleep and hot flashes ... this smart new book contains all the strategies you need to ensure that your later years are filled with health and happiness NOT difficulty and disease. Visit <http://www.readersdigest1.com/healthbook/#part> and you'll be able to get dozens of these helpful, healthful hints right now!

Plus, while you're "Looking After Your Body" and ensuring your body's good future, you can also enter our \$250,000.00 Sweepstakes and secure your chance to have a healthy financial future as well!

EMAIL CAMPAIGN
Client: March Of Dimes

SUBJECT

Born At The Right Time

BODY

Dear Sample A. Sample,

This year nearly 500,000 more babies will be born prematurely.

For approximately half of them, the cause will remain unknown. For ALL of them, a struggle to enter this world healthy and well-developed awaits.

[Click here to help give all babies a fighting chance!](#)

As a previous contributor to the March of Dimes, you clearly realize that there is no better gift to give a child than the chance to enter this world when he or she is supposed to – and not a minute sooner.

Your contribution and others like it have allowed us to continue our educational programs, our efforts to get lifesaving newborn screening tests into many hospitals around the country, and to be able to give assistance to mothers and children whose lives were devastated by the hurricanes in Louisiana, Mississippi and Texas. We truly thank you for your support.

Now, with your continued help, we can reach out to even more families in need ...

[Won't you please help again?](#)

This year, we plan to purchase specially-equipped mobile medical units that will bring prenatal and well-baby care (including doctors, nurses and medical supplies) to women wherever they are. We will extend our reach by providing grants to organizations investigating the scientific causes of premature birth. And we will continue to loudly broadcast our “wake up call” about the growing problem of premature birth and the serious consequences it has for children, families and the health care system.

Please help us with this life-affirming work by clicking this link now ...

<http://linkto come.com>

Every baby that will be born at the “right” time as a result of your support will owe you his or her thanks – as will we.