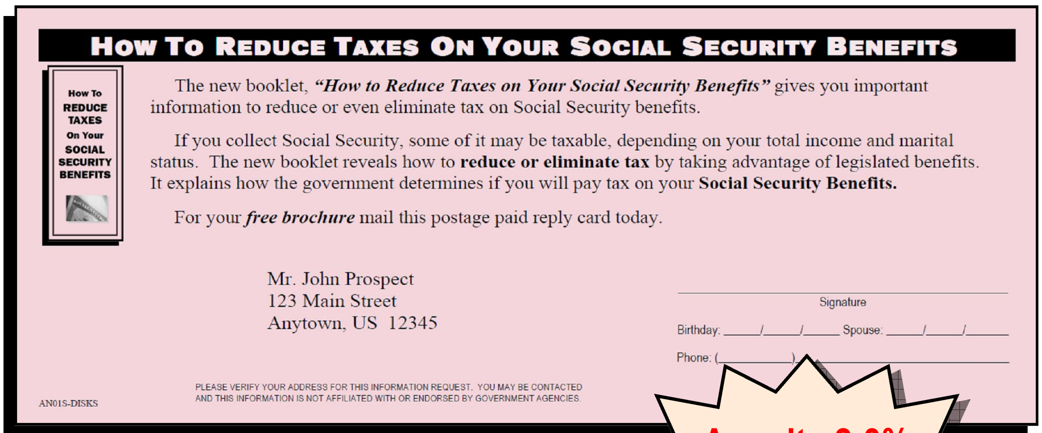
COORDINATED CONCEPTS

ANNUITY LEAD MAILERS

1. **Complete —** Includes list, printing, mail handling and all postage. You should start receiving Annuity responses in about 3 weeks and Wealth Transfer in about 2 weeks.
2. **Response —** Leads are delivered electronically via **"Lead Link"©** each day as received. If lead cards are mailed back, add 1¢ per mailer ($15 min).*
3. **Protected Areas —** Prospects will not be re-mailed for two months to give you time to work your leads.
4. **Personalized Brochures —** A PDF image of the gift brochure personalized with your contact information is created. Your brochure is then emailed to you in the PDF format (a fixed document file).
5. **Customized —** Mailers may be personalized with your name, company name or contact information as well as compliance wording at no additional charge.



HOW TO REDUCE TAXES ON YOUR SOCIAL SECURITY BENEFITS

How To REDUCE TAXES On Your SOCIAL SECURITY BENEFITS

The new booklet, ***"How to Reduce Taxes on Your Social Security Benefits"*** gives you important information to reduce or even eliminate tax on Social Security benefits.

If you collect Social Security, some of it may be taxable, depending on your total income and marital status. The new booklet reveals how to **reduce or eliminate tax** by taking advantage of legislated benefits. It explains how the government determines if you will pay tax on your **Social Security Benefits.**

For your ***free brochure*** mail this postage paid reply card today.

Mr. John Prospect
123 Main Street
Anytown, US 12345

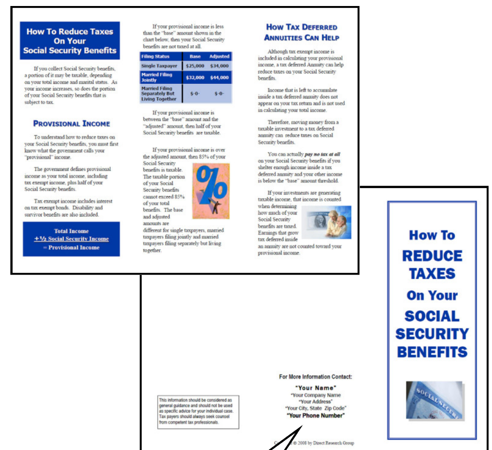
Signature

Birthday: ____/____/____ Spouse: ____/____/____

Phone: (________) ____________

PLEASE VERIFY YOUR ADDRESS FOR THIS INFORMATION REQUEST. YOU MAY BE CONTACTED AND THIS INFORMATION IS NOT AFFILIATED WITH OR ENDORSED BY GOVERNMENT AGENCIES.

AN01S-DISKS



Annuity 2-3% Average Response

Brochure is personalized with your contact information

Card/Envelope	1,000	3,000	5,000
Regular Rate	47¢	45¢	43¢
Coordinated Concepts Discount Rate	**45¢**	**43¢**	**41¢**

Please select Demographics:

*Recommended:
Age: 60-80
Income: $50k+
Dwelling: SFDU

***Age Range:** ______ + or
Age ______ to ________

***Estimated Income Range:**
(Note: Income is not guaranteed)
❑ $40K+ ❑ $50K+
❑ Other ______________

***Dwelling Type:** ❑ Single Family Dwelling Only ❑ Omit PO Boxes

Zipcodes (in order of preference):

1.	3.	5.
2.	4.	6.

Order Info:

❑ **Annuity** ❑ **Wealth Transfer**

Quantity: ____________________ x Rate: _________________ = $______________

Original Leads Mailed via USPS Qty: __________ x 1¢ ($15 min) = $______________

Leads sent via **"Lead Link"©** = $ - No Charge -

❑ **"Lead Link"©** = No Charge
❑ Mail Lead Cards = 1¢ extra ($15 min)

Texas Residents add 8¼% Tax = $______________

Total = $______________

❑ Check # __________________ enclosed for $______________ or

Paying by: ❑ VISA ❑ MasterCard ❑ American Express

Credit Card # ____________ - ____________ - ____________ - ____________

Name on Credit Card: ____

Address where Credit Card Statement is sent: ___________________________

____

Exp Date _______ - _______ Security Code on back of Card ________________

Contact & Compliance Info:

Name: ______________________________________

Company: ___________________________________

Address: ____________________________________

____

City: _______________________________________

State: ____________ Zip Code: ________________

Phone #: (____________) ______________________

Cell #: (____________) _______________________

E-Mail: _____________________________________

Texas, Arkansas and Florida require Agent's Name. The states of Washington and California require Agent's Name and License # .

Please note Agent Name & License number to be printed on Mailer:

Agent Name: _______________________________

License #: ________________________________

COORDINATED CONCEPTS

800-451-2351 • Fax: 916-965-5418

CC 03/10