

THIS IS WHY THE MERCHANT/ADVERTISER WILL WIN...

UNIQUE HIGH QUALITY ADVERTISING

The MASTER SAVER CHECK BOOK concept is original in format and scope. The checks are meticulously designed with the borders, scrolling, paper and screening giving the impression of a TRAVELERS CHECK, MONEY ORDER or STOCK CERTIFICATE. The checks are "perfect bound"; like a checkbook, with the individual pages resembling a page of business checks. Maps, important telephone numbers and other accessory pages provide the incentive to use the MASTER SAVER CHECK BOOKS as more than just a MONEY SAVING reference.

WIDE RANGE OF PRODUCTS AND SERVICES

The hundreds of products and services contained in MASTER SAVER CHECK BOOK make it a truly valuable product. The range of checks offered encompasses almost every conceivable product and service. 10 separate business category-listing sections provide significant savings on nearly some 350 products and services.

HIGH IMPACT RECOGNITION

MASTER SAVER intends to help promote the success of the MASTER SAVER CHECK BOOK by a multimedia advertising campaign, which includes; TELEMARKETING, RADIO, MAGAZINE and NEWSPAPER articles, and a working plan for a TELEVISION CAMPAIGN. Telemarketing activities are currently underway, and the balance of these programs will be implemented as rapidly as possible consistent with the growth of the program. In addition, a MASTER SAVER INTERNET PROGRAM is scheduled to begin in 2005.

FULL COVERAGE DISTRIBUTION

Through the support of our extensive advertising campaign, MASTER SAVER CHECK BOOKS is providing a varied distribution program. Along with DIRECT MAIL orders and PHONE ORDERS, several key businesses (400-500) will be designated as DISTRIBUTION CENTERS for the sale of MASTER SAVER CHECK BOOKS. A sales force of specially trained, professional sales people will market the books to Businesses, Professional, and Benefit Organizations. DOOR-TO-DOOR sales will be accomplished by our sales force and selected NON-PROFIT ORGANIZATIONS to assist them in their own FUND RAISING efforts.

ADDITIONAL BENEFITS

MASTER SAVER'S MARKETING ANALYSIS PROGRAM (TNA) is set up to provide every business and profession advertising in MASTER SAVER CHECK BOOK ON-LINE DOWNLOADABLE e-CHECKS WITH A REVIEW OF THE SUCCESS OF THE PROGRAMS. Records of validated checks are compiled in our computer to provide this report.

CO-OP ADVERTISING PROGRAMS are planned to allow many of the businesses and professional advertiser to share in the promotion of the MASTER SAVER Book Sales.

SPECIALTY PLACEMENT PROGRAMS are planned for our advertisers use in order to penetrate their own specialized markets.

SPECIAL PURCHASE DISCOUNT PROGRAMS are also available to our advertisers for their preferred customers.