



Introducing:



A New Direct Marketing Medium

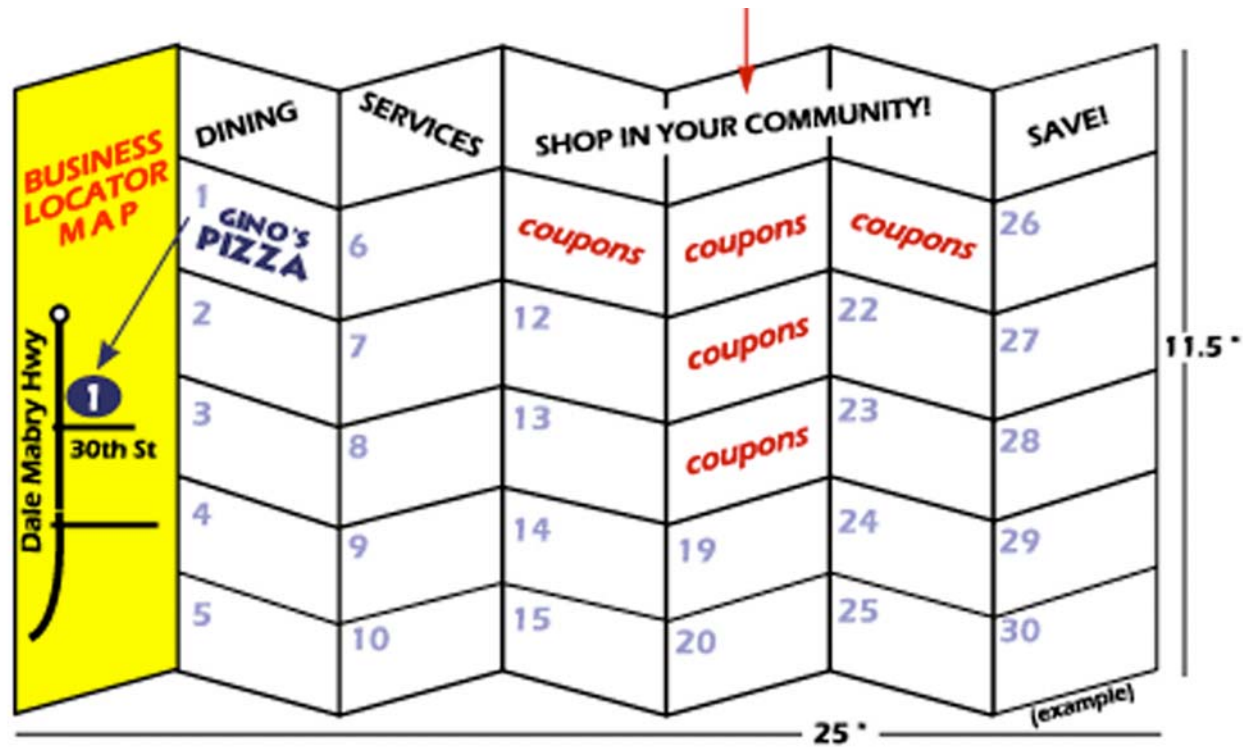
A Best Value Coupons, INC. Medium



About Best Value Messaging

- Best Value Messaging emerged in 1999 under the direction of Dennis Long, President, Best Value Coupons, INC.
- Dennis quickly realized that a business card is a dynamic form of advertising because it is more manageable and has more retention than any other form of advertisement.
- Business cards have been the most practical means of advertising dating back to the origins of commerce.
- After initial success the system was patented.
- Patent # US 6,572,149 B2

About the Patent





Brooks / Eckerd Case Study

"bbi produced great sales results for us through their patented direct mail piece. Mark and his team developed a unique direct marketing format that incorporated the Brooks and Eckerd Pharmacy brand stories and promotional offers, and complemented our weekly marketing efforts. The mailer was distributed in multiple competitive markets where our stores required additional traffic. The response has been impressive, especially when compared to national FSI average redemption rates."

Doug Palmacci Vice President of Advertising &
Sales Promotion Brooks and Eckerd Pharmacies

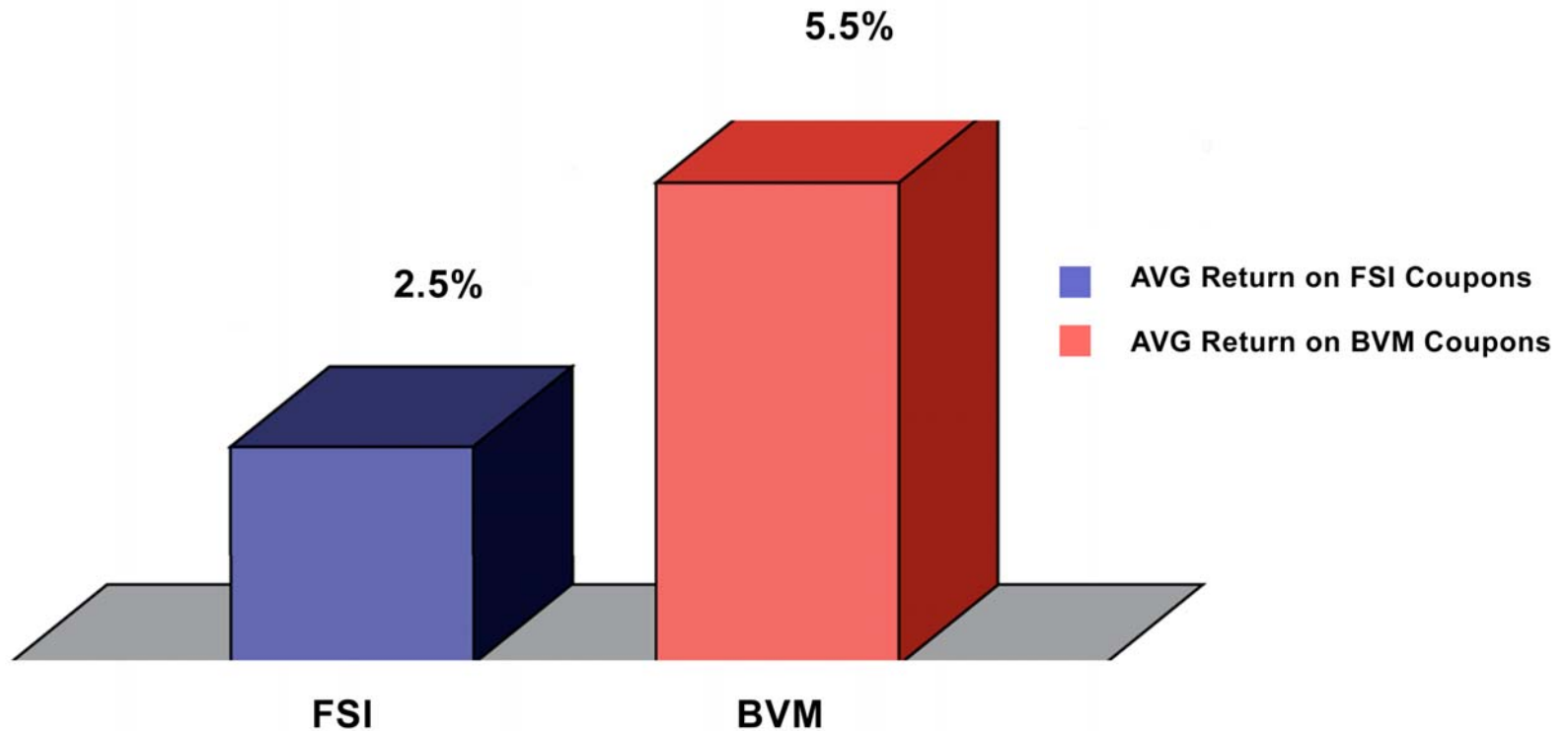


Case Study Product Samples



Case Study Results

When you are ready to make a purchase, which media do you turn to first to help your decision?





Case Study Product Results

- Store #558-NorthEaston, Ma had a 20.72% coupon redemption on the 10,477 BVM coupons mailed.
- Store Redemption on the Maybeline Cosmetic BOGO coupon averaged 30 per store with the BVM format versus 15 per store in our normal 8 tab mailer.



Case Study Summary

- Brooks/Eckerd have now used the BVM format for 3 campaigns
- All 3 campaigns have returned greater than a 5.5% coupon redemption rate
- Store #558 in Providence, RI had an average coupon redemption rate of 15.12%
- Brooks/Eckerd has realized improved coupon redemptions as well as overall sales lifts at all participating stores