

ABSOLUTELY

PUBLIC

RELATIONS®

And Marketing Services

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**Adventures in Color Technology
(Prosthetic, Therapeutic, Theatric and Custom Novelty Contact Lenses)
National Media Awareness Campaign
2002-2004**

<i>Print</i>	<i>Advertising Equivalent/Open Rate</i>	<i>Circulation</i>
Fredericksburg (VA) Free Lance-Star 10/27/02	\$ 126.50	54,028
Oshkosh (WI) Northwestern 1/26/03	\$ 64.63	27,884
Denver Business Journal 1/31/03	\$ 412.86	14,822
The Courier-Journal (KY/IN) 2/27/03	\$ 5,468.94	228,809
Golden (CO) Transcript 4/2/03	\$ 1,105.00	5,000
The News-Herald Southgate, MI 5/4/03	\$-----	70,450
Chicago Tribune 6/15/03	\$ 3,045.00	1,016,103
Staten Island Advance (NY) 6/17/03	\$ 487.90	69,413
Burlington County Times (NJ) 7/1/03	\$-----	39,295
Cleveland (TN) Daily Banner 8/17/03	\$ unable to obtain clipping	16,853
Press-Enterprise (Riverside, CA) 10/13/03	\$ unable to obtain clipping	188,091
<u>TOTAL</u>	<u>\$10,710.73</u>	<u>1,730,748</u>

Broadcast

WB2 News Denver

9 News "Where in the town is Gregg Moss?"

E! Style Network segment

Date

11/23/02

1/24/03

2/10/04 national airing (estimated audience: 33,000,000)