

ABSOLUTELY**PUBLIC****RELATIONS**[®]

And Marketing Services

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**New Product For Pain Management
National/Trade/Local Media Awareness Campaign
2003-2004**

<i>Print/Date/column inches</i>	<i>Dollar Value (Open Rate)</i>	<i>Circulation</i>
10/27/03 hormone-health.us – Light Therapy Expert Kim Peterson	\$ NA	NA
10/29/03 Bridle & Bit website (includes photo)	\$ NA	NA
11/1/03 Malta Business online (PRWeb + links) <i>www.mbo.com</i> - Light Therapy New Hope...	\$ NA	NA
11/25/03 Fast Company Fast 50 Entrant posting	\$ NA	NA
12/9/03 Terra Wellington Online Wellness Column	\$ NA	NA
12/23/03 health-informant.com – Light Therapy Expert Kim Peterson	\$ NA	NA
Jan 2004 Frontdoors/Phoenix (Terra Wellington wellness trends column) – 2”	\$ 52.33	20,000
1/7/04 Toluca Times/Pasadena, CA (Terra Wellington wellness trends column)	\$ NA	NA
1/8/04 Washington Times – “Enabled By Light” 3.25”	\$ 256.75	101,001
1/22/04 health-informant.com – Benefits of Photo-Stimulation	\$ NA	NA
Feb 2004 Veterinary Practice News – 3”	\$ 277.38	51,427
2/6/04 Denver Business Journal -- “May The Light Force Be With You” – 52.5”— 3 photos, 3 headlines and 3 subheads	\$ 5,084.63	14,000
Feb/Mar Townsend Letter For Doctors & Patients Terra Wellington’s syndicated column – eight wellness trends that might change your life	\$ 118.48	6,000
Mar 2004 Inc. Magazine – “Bare Minimum Workweek” – 2.5” (.135 of a page)	\$ 7,381.12	680,719
3/4/04 biospace.com – LFT9000 Redesign	\$ NA	NA
3/17/04 biospace.com – ISO Certification	\$ NA	NA
3/20/04 health-informant.com – Gregg Moss interviews Kim Peterson	\$ NA	NA
3/29/04 Bridle and Bit Online – Light Therapy: The Research	\$ NA	NA
April 04 Dental Products Report TMJ, recap and photo of redesigned LFT 9000	\$ 829.00	149,624
4/5/04 Forbes.com – Bare Minimum Work Week Inc. Magazine article quoting Kim Peterson	\$ NA	NA

- More -

4/13/04 Woman's World – "Pain relief at the speed of light" – 1/3 page plus illustration	\$30,460.00	1,612,099
4/28/04 technology-informant.com – Pets In Pain	\$ NA	NA
4/28/04 Bridle and Bit Online – Pets In Pain	\$ NA	NA
5/10/04 Bridle and Bit Online – ISO Certification	\$ NA	NA
5/10/04 Rocky Mtn News "Noteworthy"/ISO .5"	\$ 292.50	286,004
5/19/04 Detroit News – Health News item with link to website	\$ 1,659.00	242,855
Summer 2004 Draft Horse Jrnl – portions 6pg article	\$ 850.64	21,500
July 2004 Bridle and Bit Print – ISO 1/2 page	\$ 252.74	20,000
<u>TOTAL</u>	<u>\$47,514.57</u>	<u>3,205,229</u>

<i>Broadcast</i>	<i>Date</i>
KWGN – Channel 2 Denver - :90 report	12/28/03
KTVK –TV – Phoenix – Terra Wellington	1/9 8:15 am
KTVK-TV – Phoenix – Terra Wellington	1/11 8:10 am
KUSA/9News – Denver – Gregg Moss	3/17 6:40 am