

PENNINGTON CENTER RADIO AD

Lose Weight the PREMIER Way!

The Pennington Center wants Males & Females Age 25 or older who have blood pressure in the higher range (diastolic 80-95 & systolic 120-159), not on any blood pressure medication, willing to lose or control weight, and willing to exercise and change diet for 18 months. Call 763-2596 today. Lose weight without medications at the Pennington Center and help lower your blood pressure. Call 763-2596 or stop by the Pennington Center at 6400 Perkins Road. If it's weight you want to lose...and without medications, again call the Pennington Center at 763-2596 or 763-2598.

INSERTION REQUEST:

For: 107.3FM

Run Date(s): May 22 - 29

To: Denise Johnson

Phone: (225) 388-9898

Fax: (225) 499-9800

Dept.: Spot Advertising Total Package Cost: \$2,200.00

Purchase Order #:

Send invoice to:

Address billing questions to: Pam Fisher

Pennington Biomedical Research Center

6400 Perkins Road

Baton Rouge, LA 70808-4124

Questions: (225) 763-2560

From: Lee E. Melancon, III

Publications/Volunteer Support

Pennington Biomedical Research Center

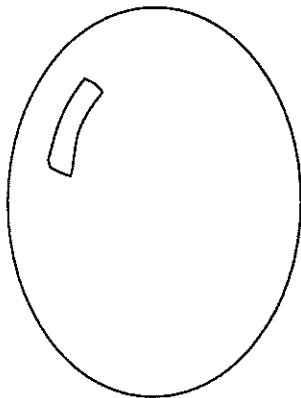
Phone: (225) 763-2660

Fax: (225) 763-2525



[CODE: PREMIER]

Lose weight The PREMIER Way!



Eat a healthier diet, lower your blood pressure, exercise more and **control or lose weight**

To qualify for **Premier** you must:

- be 25 or older
- have high-normal or mildly elevated blood pressure
- not be on any blood pressure medication
- willing to control or lose weight
- willing to exercise and change your diet for 18 months

PENNINGTON BIOMEDICAL RESEARCH CENTER

Call today for details
763-2596

or

Visit us on the web
www.pbrc.edu

**NOW
ON THE CITY
BUS ROUTE!**



THIS IS YOUR VAL-PAK PROOF:

VERIFY ALL COPY FOR ACCURACY - INDICATE CORRECTIONS CLEARLY

SPECIAL NOTES

PRINT & HOLD = 2 CONSECUTIVE MAILINGS
NO Change After Proof Approval

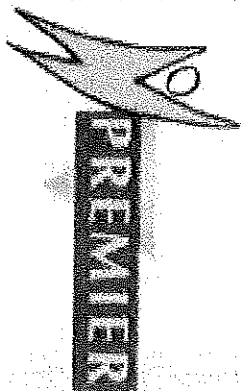
ES 0 FPG 0 GA 0 M 0 AS 0 SP 0

EXTRA CHARGES - FOR OFFICE USE ONLY

628312.0016 - mar - 07.05.00 14:49.

READY FOR OP

LOSE WEIGHT ABSOLUTELY FREE!



**PENNINGTON BIOMEDICAL
RESEARCH CENTER
CALL TODAY FOR DETAILS
763-2596**

6400 Perkins Road, Baton Rouge, LA

Look For Val-Pak Coupons On-Line @ www.valpak.com

valpak 8/2000.

Advertise with Val-Pak at Greater Baton Rouge, 225-282-4734 628312.0016

What will Premier cost me?

NOTHING!

Premier is absolutely FREE!

Who Can Join?

You may qualify for Premier if you:

- are age 25 or older
- have high normal or mildly elevated blood pressure
- are not on any blood pressure medication
- are willing to control or lose weight
- are willing to exercise and change your diet for eighteen months

FREE

Weight Loss!

Lose Weight
Absolutely FREE!

by participating in
Pennington Biomedical Research
Center's innovative program...

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MESSAGE TO ADVERTISER: THIS IS A PROOF. COLORS DISPLAYED HERE WILL NOT MATCH THE PRINTED COPY EXACTLY.
Thank you for choosing Val-Pak. This proof is for your protection. It is your opportunity to catch any error made during the processing of this ad. **Val-Pak is not responsible for any error not marked.** Advertiser agrees that Val-Pak Direct Marketing Systems, Inc.'s liability and its franchisee's liability shall not exceed an amount equal to the total consideration actually paid to Val-Pak's franchisee (or a portion thereof relative to error) hereunder by Advertiser to Val-Pak. This is **not** a second opportunity to design the ad. Your original layout instructions have been followed as closely as possible. Design or copy change may result in additional charges.
CHANGES: Please use A, B, C code on proof to correspond with changes listed below.

INTERNET DELIVERY

Filename

VAL-PAK USE ONLY

ACC: (Check one box for ACC & DES)

E G F P

ACC:

DES:

Comment sheet attached.

Advertiser's Approval Signature / Date _____

Val-Pak Franchise Office Signature / Date _____

PROOF APPROVED - NO CHANGES

PROOF APPROVED WITH CHANGES INDICATED

| SCAN | ART | DESK TOP | PROOF READING |
|------|-----|----------|---------------|
| / | / | / | / |

Advertisement Approval

TO: Pennington Biomedical Research Center Institutional Review Board

RE: **PREMIER PILOT INTERVENTION PROGRAM**

DATE: Tuesday, June 15, 1999

The following advertising copy describing the premise of the clinical trial will be used in a variety of formats to attract key target audiences in specific geographical media markets. The study copy may take other creative forms in order to effectively reach the designated target market by way of the following modes: newspaper, radio, television, direct mail in the form of brochures, postcards, and outreach materials in the form of fliers and posters.

PREMIER is an innovative and unique blood pressure control program that uses proven research techniques to control blood pressure through lifestyle changes. Males or females may qualify for PREMIER if you are: age 25 and older, have high normal or **mildly elevated** blood pressure, are not on any blood pressure medication, willing to control or lose weight, and are willing to exercise and change lifestyle for eighteen months. To enroll in the program, volunteers may e-mail Betty Kennedy at: kennedbm@mhs.pbrc.edu or call (225) 763-2596 or stop by the Pennington Center **Clinic** @ 6400 Perkins Rd. Baton Rouge, LA.
Have a great day!

Approved

Date

Advertisement Approval

TO: Pennington Biomedical Research Center Institutional Review Board

RE: **PREMIER STUDY**

DATE: Thursday, September 02, 1999

The following advertising copy describing the premise of the clinical trial will be used in a variety of formats to attract key target audiences in specific geographical media markets. The study copy may take other creative forms in order to effectively reach the designated target market by way of the following modes: newspaper, radio, television, direct mail in the form of brochures, postcards, and outreach materials in the form of fliers and posters.

(1) Do you want to eat a healthier diet, exercise, and control or lose weight? If you answered 'yes', & have mildly elevated blood pressure & age 25 or older, call 763-2596 to see if you qualify for PREMIER.

(2) Diet, exercise, and lose weight to control blood pressure contact Pennington Biomedical Research Center at 763-2596 for more information.

Approved

Date



Do you want to eat a healthier Diet, Lower your Blood Pressure, Exercise more, & Control or Lose Weight?

If you answered 'yes', you may be eligible for PREMIER.

The Pennington Center wants males and females age 25 or older who have blood pressure in the higher range (diastolic 80-95 and systolic 120-159), not on any blood pressure medication, willing to control or lose weight, and willing to exercise and change diet for eighteen months.

If you'd like to learn how diet, exercise, and weight loss affects blood pressure, contact us today at (225) 763-2596 to schedule an appointment or stop by our Clinic at 6400 Perkins Road to sign up today!

Insertion Request:

For: The Advocate
Dept.: Display Advertising

Date: April 11, 2000

To: Melissa Ross
Phone: (225) 383-1111
Fax: (225) 383-0348

From: Lee E. Melancon, III
Pennington Biomedical Center/Publications
Phone: (225) 763-2660
Fax: (225) 763-2525

Account #: [011-66-5153]
SECTION(S): Saturday (A) & Sunday (Metro)
SIZE (S): 2 col. 5" (10 col./inches)
RUN DATE(S): Sat. 4/15/00 & Sun. 4/16/00

Address billing questions to: Pam Fisher
Pennington Biomedical Research Center
Questions: (225) 763-2560

Send invoice to: Cindy Hudnal
304 Thomas Boyd Hall
Baton Rouge, LA 70803
Questions: (225) 388-8286

[PREMIER]

PENNINGTON

**Lose Weight the
PREMIER Way!**

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Males & Females age 25 or
older who have blood
pressure in the higher range
(diastolic 80-95 & systolic 120-
159), not on any blood
pressure medication, willing to
lose or control weight, and will-
ing to exercise and change diet
for 18 months.

Call 763-2596 today!
www.pbrc.edu

Insertion Request:

For: The Advocate
Dept.: Display Advertising

Date: May 8, 2000

To: Bob Durr
Phone: 214-5555
Fax: 214-6666

From: Lee E. Melancon, III
Pennington Biomedical Center/Publications
Phone: (225) 763-2660
Fax: (225) 763-2525

Purchase Order Number: [T-32122 - THIS NUMBER MUST APPEAR ON THE INVOICE TO RECEIVE PAYMENT]

SIZE (S): Single
ZONE (S): Zone 5, Zone 7, & Zone 8
ADS PER ZONE: Ads per zone during the week 5/22 - 5/26
RUN DATE(S): Zone 5: 5/22, 5/23; Zone 7: 5/23, 5/24; & Zone 8: 5/25, 5/26
COST: 12 ads = \$300.00

Send invoice and address billing questions to:
Pam Fisher
Pennington Biomedical Research Center
6400 Perkins Road
Baton Rouge, LA 70808-4124
Questions: (225) 763-2560

[FOR OFFICIAL USE ONLY: PREMIER]