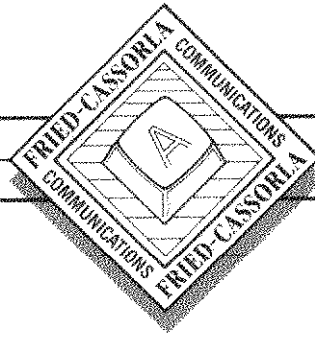


7408 Woodlawn Avenue
Melrose Park, PA 19126



"Effective Writing For Business"
(215) 635-5189

For further information,
please contact:
Albert Fried-Cassorla
(215) 635-5189

FOR IMMEDIATE RELEASE:

EXCITING DIRECT MAIL CONCEPTS OFFERED BY
FRIED-CASSORLA COMMUNICATIONS

MELROSE PARK, PA, Dec. 21 -- A new firm offering innovative concepts in direct mail, advertising and general writing has opened its doors in Melrose Park. Fried-Cassorla Communications provides creative services to companies and agencies in the Delaware Valley.

The company is owned by Albert Fried-Cassorla, winner of a 1988 Echo Certificate and a 1988 Benjamin Franklin Certificate for direct mail excellence. The awards are given respectively by the national Direct Marketing Association and by the Philadelphia Direct Mail Association.

Fried-Cassorla has conceived and developed new ways to help companies reach their target markets with maximum effectiveness and minimum expense.

Before founding his own company, Albert Fried-Cassorla worked as a professional copywriter for corporations and agencies. In those capacities, he helped such firms as Union Fidelity Life Insurance, TV Guide, PSFS, Hosiery

(continued)

Corporation of America, Nutri/System and other companies.

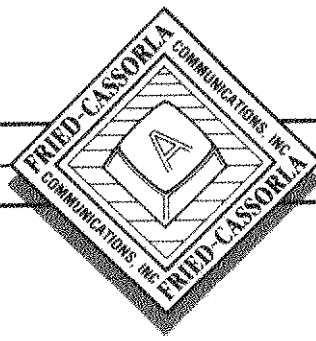
In addition to his advertising work, Mr. Fried-Cassorla is an author and playwright. His second book, The Ultimate

Skateboard Book was recently published and distributed nationally by Running Press. His plays have been performed and read at various theaters in the region.

For further information about Fried-Cassorla Communications, write to the company at: 7408 Woodlawn Avenue, Melrose Park, PA 19126. Or call (215) 635-5189.

Fried-Cassorla Communications, Inc.

7408 Woodlawn Avenue ♦ Melrose Park, PA 19126



"Imaginative Advertising and Direct Marketing"

Phone: (215) 635-5189 Fax: (215) 635-0461

For further information, contact:
Cindy Taubman, (215) 635-5189

FOR IMMEDIATE RELEASE:

**FRIED-CASSORLA DIRECT MAIL SALES FOR
MERCK PASSES \$100 MILLION MARK**

MELROSE PARK, PA, June 22 -- With the success of its recent direct marketing campaign promoting Clinoril[®] for Merck Sharp & Dohme, Fried-Cassorla Communications, Inc. has helped achieved more than \$100 million in sales for this pharmaceutical giant. Fried-Cassorla Communications, Inc. is a Philadelphia-area advertising and direct marketing firm.

In 1989, Fried-Cassorla began working with MSD to counteract the decline in sales that normally affects proprietary medications when their patents expire. In such cases, market share often declines rapidly in the face of competition from lower-priced and sometimes less-effective generic versions of proprietary drugs.

To compete more effectively in such situations, MSD resolved to use direct marketing to offers its customers outstanding values on selected prescription drugs. In developing a marketing program, Albert Fried-Cassorla of Fried-Cassorla Communications, Inc. worked closely with MSD Marketing Programs Manager Gary Bridi to design a series of Special Offer campaigns. These extended attractive offers to wholesalers and other customers, in exchange for a commitment to a full year's purchases.

"We wanted to create excitement at the in-basket," said Fried-Cassorla. "Given the crowded marketplace, our mail had to practically leap out and say, 'Read me and buy me!'"

The direct mail packages Fried-Cassorla developed made pioneering use of very large, angled type featuring the customer's name. For example, the Clinoril campaign envelope combined lasered information with four-color process photography. A set of

Fried-Cassorla Communications, Inc.
News Release on \$100 Million In Sales for Merck Sharp & Dohme
June 22, 1990

hands held a prescription bottle label, on which a message appeared. One recent envelope offered: "UP TO \$1,727,751 IN SAVINGS FOR GRANDMAN PHARMACIES, INC. ON CLINORIL[®] (SULINDAC | MSD)."

Highly personalized contracts included in each direct mail package gave customers exact amounts of product to be shipped, costs, etc. These packages -- which called for up to 11 inserts -- each bearing the customer's name and individual statistics -- demanded complex data processing and hand-insertion. These packages may be among the most complex developed in business-to-business direct marketing history.

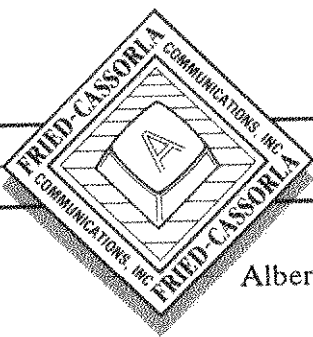
To date, Fried-Cassorla Communications, Inc. has completed three major projects for MSD. These include total campaigns for Flexeril[®], Moduretic[®], and Clinoril[®]. Results have been positive, exceeding a 28,000% return on the marketing investment.

A response rate of over 18% has generally been achieved and sales for the three campaigns as a whole have risen well over the \$100 million mark. Direct mail secured a majority of these sales. Professional representatives also contributed to the sales total.

Many follow-up packages were also developed for the campaigns, to respond to customers' varied needs and different purchasing cycles.

Taken together, these campaigns offer marketers a successful model for highly personalized business-to-business direct marketing.

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FOR IMMEDIATE RELEASE:
May 31, 1996

For further information, contact:
Albert Fried-Cassorla: (215) 635-5189

**"Nails of Love" -- a new play
by Fried-Cassorla, to be
offered at
Manayunk Play Fest**



Melrose Park, PA -- A new short play entitled "Nails of Love" by playwright Albert Fried-Cassorla will be given a staged reading as part of a Spring playwright's festival in Manayunk on Sunday, June 30 at 2 p.m.

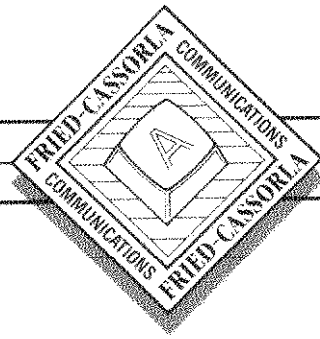
The play tells the story of a venture capitalist who is determined to meet the woman of his dreams -- and who feels she will definitely show up some day at a local cafe, MochaBrains. In walks a unique woman named Eloise, and a comical and romantic tale ensues.

Also on the bill are two other short plays. "In the Shadow of the Liberty Bell (The Mumia Abu-Jamal Story)" by Joy Rose, is a docu-drama based on the famed journalist's history and biography. "Foreplay" by Jonathan Dorf gives us the audience a funny and menacing snapshot of a dysfunctional American family. After each play, the audience will have an opportunity to discuss each work with the playwright.

Date & Time:	Sunday, June 30, 1996, 2 p.m.
Admission:	Free, no reservations required
Place:	Wissahickon Presbyterian Church, Manayunk & Ridge Avenues, near Ogden Street, Manayunk, Philadelphia

This event is sponsored by the Manayunk Community Center for the Arts. This series has been funded by from Pennsylvania Foundation on the Arts, the Philadelphia Cultural Fund, The Philadelphia Foundation, Arcadia Foundation, Connelly Foundation, CoreStates Bank, Dolfinger-McMahon Foundation and the Fels Foundation.

7408 Woodlawn Avenue
Melrose Park, PA 19126



"Effective Writing For Business"
(215) 635-5189

For further information,
contact:
Albert Fried-Cassorla
(215) 635-5189

FOR IMMEDIATE RELEASE:

FRIED-CASSORLA TO GIVE DIRECT MAIL SECRETS AT S.B.A. EVENT

MELROSE PARK, PA, Sept. 7--Direct mailers reveal their secrets only grudgingly. But local direct mail authority Albert Fried-Cassorla will gladly divulge many industry secrets to attendees at his direct mail seminar at the U.S. Small Business Administration's Success '89 Symposium.

The multi-faceted event, called "A Day in the Life of An Entrepreneur," will be held on September 15 at the Philadelphia Airport Hilton Inn.

Why the free-handed attitude towards precious industry secrets? "People in small business need a direct mail rifleshot to reach their markets," says Fried-Cassorla, president of Fried-Cassorla Communications, Inc., a direct mail agency based in Melrose Park. He adds, "After all, I'm a small business owner myself. We generally can't afford a shotgun approach. The beauty of direct mail is that we little guys can create a powerful winner. By applying our smarts, we can even go head-to-head with the giants."

The direct mail workshop is usually among the most heavily attended of the many seminars provided at the SBA conference. Two 90 minute workshops on the subject are scheduled, and in other cities they have drawn upwards of 100 attendees each.

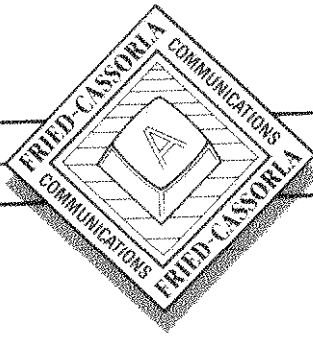
The Success '89 Symposium has been conducted in several cities in the Mid-Atlantic states. It is funded by the S.B.A. and administered by Bell Atlantic, in cooperation with The NBIF Foundation. Seminar topics include leasing, marketing plans, advertisement, growth management, and other subjects of immediate concern to people in small business.

Albert Fried-Cassorla is an award-winning direct mail writer, and the author of two books. His most recent is The Ultimate Skateboard Book, published by Running Press in 1988.

Fried-Cassorla left Roska Direct Marketing, a division of Weightman Advertising, to found his own agency a year ago. He has since served large firms such as Merck Sharp & Dohme, Cigna Corporation, and Copelco Leasing Corporation, as well as small to medium-sized companies such as LSI Communications, TJS Brokerage & Company, and June Dyer Design. Fried-Cassorla is a winner of the national Echo and the local Benny Certificates for direct mail excellence.

For Registration information, call: 1-800-225-2468.

7408 Woodlawn Avenue
Melrose Park, PA 19126



"Effective Writing For Business"
(215) 635-5189

For further information,
contact:
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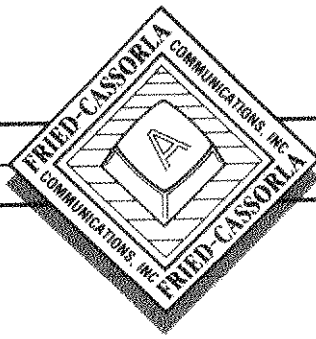
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For Registration information, call: 1-800-225-2468.

Fried-Cassorla Communications, Inc.

7408 Woodlawn Avenue ♦ Melrose Park, PA 19126



"Imaginative Advertising and Direct Marketing"

Phone: (215) 635-5189 Fax: (215) 635-0461

For further information,
contact:
Albert Fried-Cassorla,
635-5189

FOR IMMEDIATE RELEASE:

FRIED-CASSORLA WINS GOLD NEOGRAPHICS AWARD

June 7, Philadelphia -- Fried-Cassorla Communications, Inc. has been named the winner of a Gold Neographics Award for its work on the CIGNA / McDonald Zaring Combine brochure.

Fried-Cassorla Communications, an advertising agency based in Melrose Park, created the brochure to promote CIGNA's farm business policy to farmers. It was printed by Jedediah Press of Norristown.

To capture customers' interest, Fried-Cassorla made innovative use of unique materials such as diffraction mylar (a hologram-like material), as well as unusual folds and die-cuts.

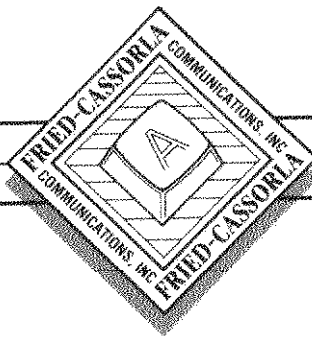
The Combine is a comprehensive insurance policy offered by agents of the CIGNA Companies. This brochure project was performed through CIGNA on behalf of McDonald Zaring Insurance in Walla Walla, Washington.

The Neo Graphic Awards are presented to promote printing and creative excellence by the Graphic Arts Society, a 113 year old organization. This competition is the largest regional printing contest in the United States.

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Fried-Cassorla Communications, Inc.
7408 Woodlawn Avenue ♦ Melrose Park, PA 19126



"Imaginative Advertising and Direct Marketing"
Phone: (215) 635-5189 Fax: (215) 635-0461

February 21, 1994

For further information, contact:
Albert Fried-Cassorla

Oxford First Corporation Taps Fried-Cassorla Communications for Brochure Series

Melrose Park, PA -- Oxford First Corporation, the nation's leading servicer of timeshare mortgages, has chosen Melrose Park based Fried-Cassorla Communications, Inc. to write a series of brochures detailing its current and new business divisions.

The brochures will amplify on two aspects of the corporation: its client-centered philosophy, and its principle endeavors, which are: Purchase and Securitization of Consumer Loan Portfolios, Contract Servicing of Consumer Loan Portfolios, and Health Care Receivables Servicing.

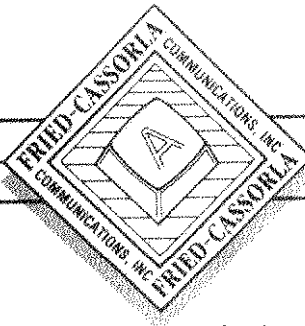
Oxford First administers \$1.5 billion in consumer loan receivables, one third of which are held by its shareholders. In 1993, Oxford First financed or provided financial services to 86 resorts, located in 32 states and 8 foreign countries.

Fried-Cassorla Communications, Inc., an advertising agency specializing in direct and database marketing, has been helping businesses in the Delaware Valley and nationally for six years. The firm has generated over \$200 million in sales for its clients, including Merck Sharp & Dohme, CIGNA Corporation, VWR Corporation, and Thrift Drug.

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Fried-Cassorla Communications, Inc.

7408 Woodlawn Avenue Melrose Park, PA 19027-2906



"Imaginative Advertising and Direct Marketing"

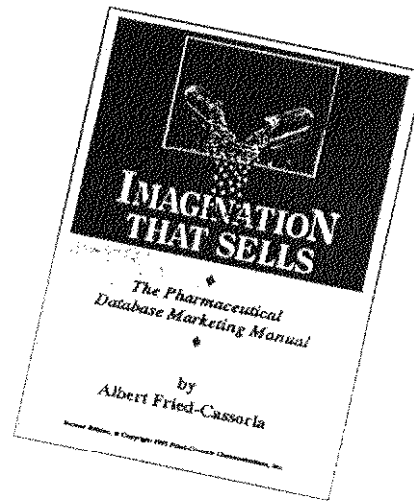
Phone: (215) 635-5189 Fax: (215) 635-0461

March 14, 1996

For further information, contact:
Joyce Belnick: 215-751-5537

FOR IMMEDIATE RELEASE:

**"Pharmaceutical Database
Marketing"
to be focus of March 28
presentation by
Fried-Cassorla at
SmithKline Beecham**



Melrose Park, PA -- New issues and opportunities in pharmaceutical database marketing will be the focus of the Thursday, March 28 Brown-bag lunch meeting from 12 - 1:30 PM, sponsored by SmithKline Beecham Pharmaceuticals. Speaking at the event will be Albert Fried-Cassorla of Fried-Cassorla Communications, Inc., author of *Imagination That Sells: The Pharmaceutical Database Marketing Manual*.

Anyone interested in attending should contact Joyce Belnick at: (215)751-5537.

Copies of *Imagination That Sells: The Pharmaceutical Database Marketing Manual* by Albert Fried-Cassorla will be available for purchase. In addition, 5 copies of the book have been purchased by the SmithKline Beecham marketing library. This volume, the only work of its kind available anywhere, provides a how-to guide and a source of valuable reference information on lists, databases, and other important resources for marketers.

Topics to be covered at the talk include:

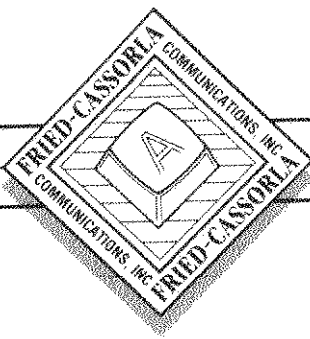
- New opportunities for relationship marketing
- Major target markets and how to reach them
- External and internal data resources

- Implementation strategies such as: direct mail, telemarketing, rep visits and electronic options

Few industries face such fierce challenges and opportunities as pharmaceutical manufacturers, according to Fried-Cassorla. "On one hand, they must address concerns such as complex regulations, demands from HMOs and other organizations, political changes, privacy concerns, decreasing marketing budgets, and mailbox clutter," he says.

He adds that opportunities also abound: "The industry stands poised for great successes. Among the many positive developments are innovative new drugs, new opportunities to develop relationships with consumers and other customer groups, switches in drug status from prescription to over-the-counter, enhanced database power and new media. And that just scratches the surface of what lies ahead."

Albert Fried-Cassorla is president of Fried-Cassorla Communications, Inc., a direct marketing agency. The company has generated over \$220 million in sales in the pharmaceuticals field, and served such clients as Merck Sharp & Dohme, Summers Laboratories, and Ohio Health Care Products.



FOR IMMEDIATE RELEASE:

For further information, contact:
Albert Fried-Cassorla: (215) 635-5189

November 15, 1995

Scott Paper Company achieves growth with Fried-Cassorla direct marketing campaign

Melrose Park, PA -- An innovative direct mail campaign designed by Melrose Park based Fried-Cassorla Communications, Inc. for *Scott Paper Company* has achieved a remarkable 28% response.

The campaign launched a new Scott business-to-business product known as Scottfold™. This is a unique new towel designed for prestigious, class-A office buildings. Scottfold increases tenant satisfaction and eliminates "messy-towel syndrome".

The direct mail kit was developed by Fried-Cassorla to secure interest in an appointment to see a Scott representative. The mailer used personalized headlines, such as: "Scottfold™ deals ABC Company a winning hand!" Many aspects of the mailer was personalized, including the letter and brochure. A lift-off playing card containing a special offer extended the "winning hand" motif. Among the results achieved:

- * Scottfold™ sales are up 80%, attributable to both the mail campaign and increased attention to this product by the sales staff
- * A 30% response rate was attained with the highly personalized mailer, backed by follow-up phone calls to prospects

According to Randy Kates, Scott Worldwide Marketing Development Manager of Personal Care and Cleaning Solutions: "The Scottfold marketing program has exceeded even our own Aggressive expectations. We believe that this success is attributed to a well-rounded program consisting of the

classic aspects of direct marketing. That includes the clear definitions of your target audience and database development, follow-up telephone work from our Scott START unit, paired with high-impact, highly personalized direct mailers. We are extremely pleased with the results thus far of this product launch campaign."

Scott Paper Company is in the process of merging with *Kimberly Clark Corporation*. *Scott Paper Company's* business to business division complements *Kimberly Clark's* strength in the consumer product field, to form a worldwide organization with combined sales of over \$12 Billion.

Fried-Cassorla Communications, Inc. is an advertising agency specializing in direct and database marketing. The firm has helped businesses in the Delaware Valley and nationally since 1988, generating over \$220 million in sales. Clients include Merck Sharp & Dohme, CIGNA Corporation, Scott Paper Company, and Thrift Drug.

One Scott Plaza • Philadelphia, PA 19115

Scottfold™ deals Cushman & Wakefield a winning hand!

Inside: Up to \$500.00 in rebates and details on FREE GOODS

FREE GOODS
Deadline Date:
July 15, 1995

Ms. Sharon Smith
Property Manager
Cushman & Wakefield
123 Chestnut Street
Philadelphia, PA 19100

LIFT

© Scott Paper Company 1995

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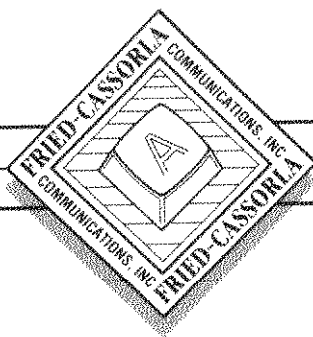
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The direct mailer is framed with a double-line border. At the top left is the Scottfold logo. At the top center, it says "One Scott Plaza • Philadelphia, PA 19113". The main headline reads "Scottfold™ deals Cushman & Wakefield a winning hand!". Below this, it says "Inside: Up to \$500.00 in rebates and details on FREE GOODS". The central graphic shows three playing cards: the Ace of Hearts, the Ace of Clubs, and the Ace of Diamonds, followed by a stack of Scott Paper products. Below the cards, on the left, it says "FREE GOODS" and "Deadline Date: July 15, 1995". In the center, it lists "Ms. Sharon Smith, Property Manager, Cushman & Wakefield, 123 Chestnut Street, Philadelphia, PA 19100". On the right, it says "LIFT". At the bottom right corner, there is a small copyright notice: "© Scott Paper Company 1995".

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FOR IMMEDIATE RELEASE:
November 16, 1995

For further information, contact:
Albert Fried-Cassorla: (215) 635-5189

Successful Marketing on the Internet to be addressed by Fried-Cassorla at PDMA's "DM Days"

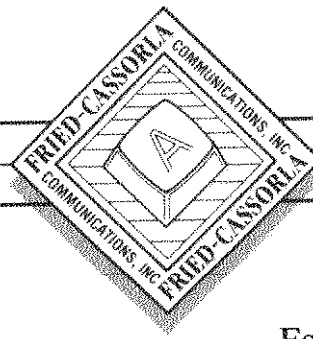
Melrose Park, PA -- Nothing stays the same for very long on the Internet -- especially strategies for marketing on the World Wide Web. On November 29, Albert Fried-Cassorla of Fried-Cassorla Communications, Inc. will lead a roundtable discussion on hot new Internet marketing opportunities at the Philadelphia Direct Marketing Association's "DM Days" session.

Fried-Cassorla has written extensively on Internet marketing for *Direct Marketing* magazine and other publications. His talk will include a live, on-line Internet demonstration. Topics relevant to both advanced practitioners and beginners will be addressed, including:

- **Future of Internet marketing** - Answering such questions as: How fast will it grow? What should I do to build visitor and buyer database? How can I promote my site?
- **New technologies and their impact on marketing** - Including Hot Java, video on demand, video conferencing, real time audio, applets, on-line database-building and other topics.
- **State of the Art Web sites** - Some sites give better learning examples than others. The best for marketers to emulate will be revealed.

The Internet round-table event takes place from 3 to 4 p.m. on Wednesday, November 29 at the Adam's Mark Hotel in Philadelphia. It is part of a larger, two-day conference of the area's leading direct marketers. The two-day event spans Tuesday, Nov. 28 through Wednesday, Nov. 29, 1995. To receive a Registration Form, use the PDMA's Fax-on-Demand system by dialing: 1-800-449-PDMA. Then request document 220.

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For further information, contact:
Albert Fried-Cassorla: (215) 635-5189

FOR IMMEDIATE RELEASE:
February 15, 1996

**Fern Ratson joins
Fried-Cassorla team
as new Copywriter/AE**

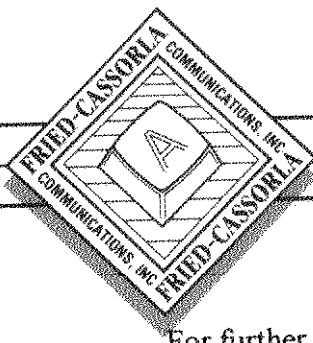


Melrose Park, PA -- Fern Amy Ratson has recently been hired by Fried-Cassorla Communications as a Copywriter/Account Executive. A *cum laude* graduate from Temple University, Fern previously served a creative internship for the Weightman Group and worked as a freelance copywriter and designer.

Ms. Ratson's responsibilities will include writing direct mail packages, ads, and news releases, as well as account development work and market research. "I believe Direct Marketing is absolutely the key to advertising in the nineties. Our prime objective is to identify which cohort a product will benefit most, and then build an exciting campaign targeted toward that cluster. This proven approach effectively delivers great success both for the client and for us as communicators."

Fried-Cassorla Communications, Inc. is an advertising agency specializing in direct and database marketing. The firm has helped businesses in the Delaware Valley and nationally since 1988, generating over \$220 million in sales. Clients include Merck Sharp & Dohme, Educational Marketing Concepts, Paul Fredrick Menswear, Scott Paper Company, Summers Laboratories, and Thrift Drug.

Fried-Cassorla Communications, Inc.
7408 Woodlawn Avenue Melrose Park, PA 19027-2906



"Imaginative Advertising and Direct Marketing"

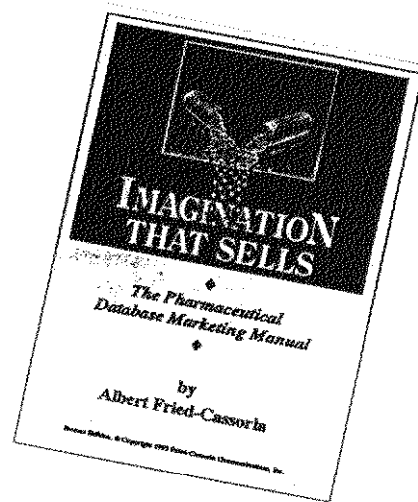
Phone: (215) 635-5189 Fax: (215) 635-0461

March 14, 1996

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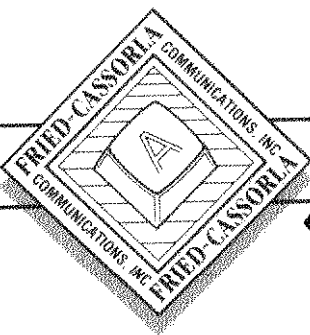
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Fried-Cassorla Communications, Inc.

7408 Woodlawn Avenue Melrose Park, PA 19027-2906

◆ E-Mail: albert@fried-cas.com



"Imaginative Advertising and Direct Marketing"

Phone: (215) 635-5189 Fax: (215) 635-0461

◆ Web: <http://www.fried-cas.com>

FOR IMMEDIATE RELEASE:
February 17, 1997

For further information, contact:
Albert Fried-Cassorla: (215) 635-5189

Paul Fredrick cataloger achieves e-mail success with Fried-Cassorla Communications

Melrose Park, PA -- One of the world's leading men's apparel catalogers, Paul Fredrick Menstyle, has achieved early success in its e-mail promotional programs.

The current round of operations has been designed to test the waters and gauge response. Yet the return on investment and potential for expansion are major league.

Initial sales in five figures have been achieved on a marketing investment of under \$2,000.

The campaign has helped build the target market for Paul Fredrick's upscale line of attractive, stylishly-designed shirts, neckties and accessories.

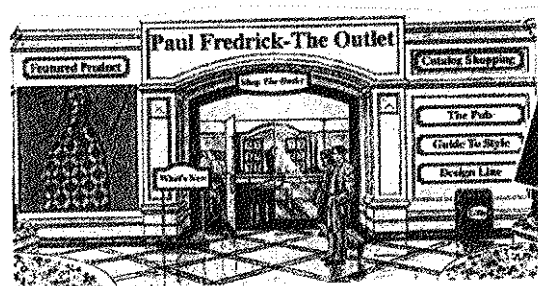
The cataloger's first marketing efforts via e-mail have been conducted in collaboration with Fried-Cassorla Communications, Inc., a direct response agency, and with Rapid Data Processing, an electronic marketing firm.

The first promotional e-mail was written by Albert Fried-Cassorla of Fried-Cassorla Communications and sent by Rapid Data to a Paul Fredrick qualified database on September of 1996.

The list was of the "opt-in" kind. This means that visitors to the web site had to express an interest in the firm in one way or another for their e-mail addresses to be added to the promotional list.

Opt-in sources included:

1. Web site visitors who requested a print catalog, or
2. Purchasers from direct mail, web or telephone-based sales who provided their e-mail addresses.



*Choosing stylish apparel is a
breeze at www.menstyle.com*

Just after Thanksgiving in November of 1996, Paul Fredrick embarked on its first Christmas / Holiday e-mail promotion. Three flights of 10,000 e-mails were sent. Wave 1 reached 10,000 customers with a \$10 Gift Certificate offer. Waves 2 and 3 each reached the same 10,000 customers with free gift-related services, such as free gift wrap and free shipping

The result? Well over a hundred orders and several thousands of dollars in business within the 4 weeks preceding Christmas. The average order was for \$60 in merchandise. This initial success allowed Paul Fredrick to roll out e-mail promotions as an integral part of future marketing plans. A more recent Valentine's Day e-mail experiment was less successful. It involved a unique 2-step customer response. But this response did not dim Paul Fredrick's enthusiasm for the medium and the opportunity at hand.

"This is part of our business learning curve," comments Jeff Giesener, Paul Fredrick's vice president for business development. "Every step we take now enables us to market smarter the next time out. In fact, we plan on sending promotional e-mails at least once a month from now on."

Plans for the men's apparel Web site include special gift-giving guides relating to upcoming holidays. These colorful displays greet visitors even before the name of the page has completely filtered in.

In the near future, Paul Fredrick will be experimenting with personalized, mail-merged e-mail messages and with embedded URLs for part so its site. That Paul Fredrick is making successful use of e-mail promotions is no surprise, considering its track-record in the past decade.

(continued)

Paul Fredrick, an electronic direct marketing pioneer

Paul Fredrick is one of the world's leading catalogers of fine men's shirts, neckties and accessories, with over \$25-plus million in sales in 1995. Their handsome, colorful catalog reaches 500,000 customers worldwide. Each year, 10 million catalogs are mailed.

Since its founding by Paul Sacher in 1986, the cataloger has been on-line. Their initial relationship was developed with Prodigy, which in 1986 yielded 50% of all Paul Fredrick sales. This 50% figure was highly unusual for a firm operating in the pre-Web era. The electronic frontier was one of the first venues where founder and president Paul Sacher marketed.

The cataloger has also been on CompuServe since 1988. So they are veteran e-marketers. Throughout the late 1980's and early 1990's, electronic sales volume continued to climb. In September of 1995, Paul Fredrick opened a storefront on AOL.

The most recent major shifting focus came in September, 1996, when Paul Fredrick migrated all of its content to its own web site at www.menstyle.com. Now the Worldwide Web is the firm's sole electronic door. Unlike storefronts operated through on-line services, Paul Fredrick now possesses exclusive control over its marketing efforts and message delivery methods.

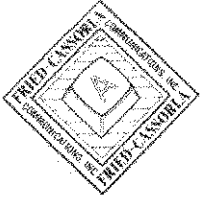
Since September of 1996, the Web business has already accounted 80% of 1995's on-line volume.

"Our web effort in 1997 will eclipse our best years on-line," he says, "and yet we will keep total control. Plus, we're doing it with a much, much smaller audience reach. AOL had 5,000,000 subscribers then, which was huge. But we discovered that traffic was not as important as sales. Our Web sales will beat AOL for certain this year."

Besides producing thousands of dollars in orders, the Web site now generates many print catalog requests as well. For example, over 100 catalog requests were made in December, yielding additional sales. Catalog requests from the web convert to sales in approximately 3% of cases.

Web-based catalog requests are doing much better than traditional, print or phone based requests. As an example, Web-based requests are converting to sales at 200-300% the rate delivered by catalog requesters from magazine sources. Requests and sales are garnered from visitors who currently download 1,000 impressions a day.

Fried-Cassorla Communications, Inc. is an advertising agency specializing in imaginative direct and database marketing. The firm has produced over \$220 million in sales for its clients since 1988. Companies helped by the agency include ASTM, CIGNA Companies, Merck Sharp & Dohme, Paul Fredrick Menstyle, Kimberly-Clark, Thrift Drug and Unisys Corporation.



Fried-Cassorla Communications, Inc.

Imaginative Direct Marketing and Advertising

7408 Woodlawn Avenue, Melrose Park, PA 19027

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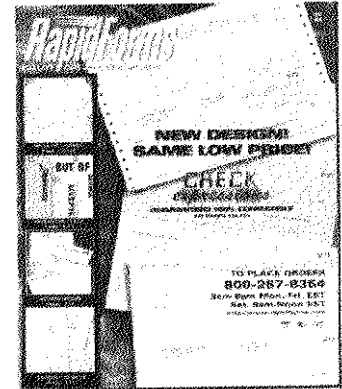
October 13, 1997

For further information, contact:

Erika Krygier: (215) 635-5189

Fried-Cassorla Communications
tapped by

RapidForms
QUALITY OUR JOB, OUR PROMISE



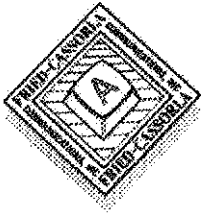
for Special Assignments

Melrose Park, PA – Rapidforms, Inc., one of the nation's leading business forms catalogers, has recently retained Fried-Cassorla Communications to assist in the writing and design conceptualization of a new look for their catalog.

Specifically, the agency will be addressing the creative aspects of the cataloger's 156 page main catalog. This book features everything from business forms to tags, labels to greeting cards, and even custom-made clothing and hats. Their main goal to this creative effort is to help improve the way their products are presented and to bring out the benefits of the company's considerable product line.

Rapidforms, Inc. located in Thorofare, NJ has successfully been promoting its products for over 50 years. Today the firm produces 40 general and specialty catalogs, each of which is generated two times annually.

Fried-Cassorla Communications Inc. has won the 1994 PDMA Best of Show for the most successful direct mail campaign, and the 1996 Benjamin Franklin Award for Database Marketing. They are proud to add Rapidforms to their list of direct marketing clients. Among the agency's most important achievement for clients is the generation of over \$220 million in sales since 1988. Clients include such firms as Merck, Paul Fredrick Menstyle, CIGNA Companies, and Thrift Drug.



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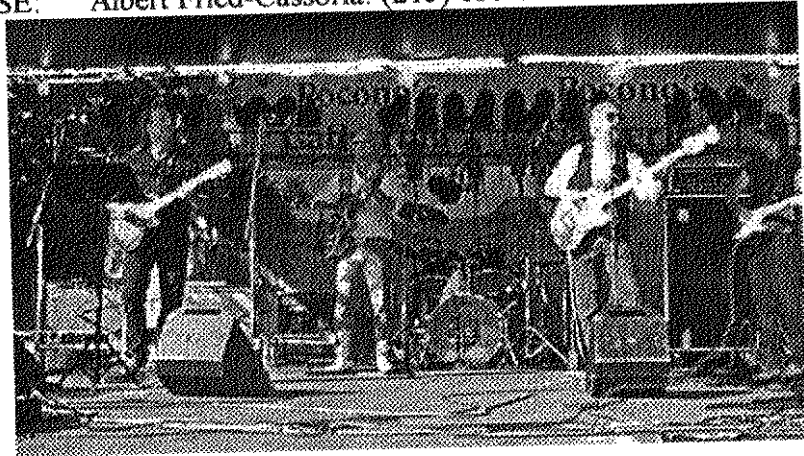
October 30, 1997

FOR IMMEDIATE RELEASE:

For further information, contact:

Albert Fried-Cassorla: (215) 635-5189

Moby Grape, Great '60's S.F. rock group, re-unites and wows crowds!



Moby Grape performing at Gathering on the Mountain, Poconos, PA, on August 9, 1997. Left to right: Sam Andrew, Jerry Miller, Randy Guzman (behind drums), Bob Mosely and Peter Lewis.

Melrose Park, PA -- The talented San Francisco rock group, Moby Grape, has re-united and begun performing again. Recent concerts by the legendary group have thrilled crowds from San Luis Obispo to New York City. The energy and talent displayed at these concerts has impressed critics and fans alike.

In the late 1960's, Moby Grape was heralded as "the American Beatles" for its songwriting sophistication, beautiful four-part harmonies, diverse styles, and hard-driving rock 'n roll. Songs by Moby Grape that made the charts include "Omaha," "Hey Grandma," and "8:05." For a variety of reasons, in later years Moby Grape did not live up to its tremendous potential, although the group continued to perform and record. Now the Grape is on the road to full re-emergence. Crowds at the Wetlands club in New York, and at the Gatherin' on the Mountain in the Poconos gave the group roaring approval at recent concerts. *Rolling Stone* also gave the band's return an ecstatic review. Fans now have a thriving web page, and an international cadre of supporters in 46 U.S. states and in 26 nations (including Thailand and Yugoslavia!).

Moby Grape's current line-up is: (original members:) Jerry Miller, lead guitar and vocals; Peter Lewis, guitar and vocals; Bob Mosely, bass vocals; (new members) Randy Guzman, drums and vocals; and Sam Andrew, guitar and vocals. Andrew is well-known as lead guitarist for Big Brother and the Holding Company, during its Janis Joplin era of prominence.

For further background information and photos of the band, contact Albert Fried-Cassorla at (215) 635-5189. To inquire about scheduling an appearance by Moby Grape, contact Michael Gaiman, Mission Control, at (818) 905-6488. The official Moby Grape home page can found at <http://www.mobysgrape.com>. Another great resource is <http://www.geocities.com/SunsetStrip/1256/>



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June 8, 1998

FOR IMMEDIATE RELEASE:

For further information, contact:

Cindy Taubman: (215) 635-5189

Fried-Cassorla's play, *Info-Boy!*, to be read at PDC on June 21st

Melrose Park, PA – An infomercial executive invents the ultimate cure for depression -- BluesBlockers. These are sunglasses that banish the blues permanently -- or *do* they?

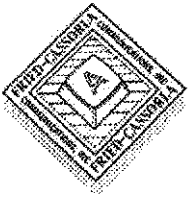
This is one of the premises of a new full-length play by Albert Fried-Cassorla, *Info-Boy!*



The serio-comic work will be given a public reading at the Philadelphia Dramatists Center on Sunday (Father's Day), June 21st, from 2 to 4 p.m. The public is invited to attend and to participate in a post-reading discussion of the play with its author.

In the play, a middle-aged infomercial executive faces many conflicting pressures: the desire to be close to his adult daughter, a drive to make his newest venture succeed, and the passionate attentions of his producer/lover. Blues-Blockers are only his latest amazing venture. These are ultraviolet powered sunglasses that elevate peoples' moods. Cure or scam? The play lets you decide. Skilled amateur actors will read the play aloud.

Albert Fried-Cassorla is a Philadelphia region playwright, author and direct marketer. Philadelphia Dramatists Center (PDC) serves area playwrights with play development services. PDC is located at 1516 South Street, one and a half blocks west of South Broad Street (For more information about PDC, call 215-735-1441). Nearby street parking is available. Admission is free, although a donation will be appreciated. Reservations are not required.



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February 21, 1999

FOR IMMEDIATE RELEASE:

For further information, contact:

Cindy Taubman: (215) 635-5189

Fried-Cassorla's play, *Info-Boy!*, to be read at PDC on Feb. 28th

Melrose Park, PA – An infomercial executive invents the ultimate cure for depression -- BluesBlockers. These are sunglasses that banish the blues permanently -- or *do they?*

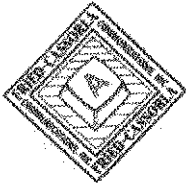
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October 3, 1999

FOR IMMEDIATE RELEASE:

For further information, contact:

Cindy Taubman: (215) 635-5189

**Fried-Cassorla Communications, Inc.
chosen by VerticalNet and Learn Inc.
for new projects**



**Learn
incorporated**

Melrose Park, PA – With an eye on the future, Fried-Cassorla Communications, Inc. proudly welcomes industry leaders VerticalNet and Learn Inc. as new clients. These two exciting businesses are both on the cutting edge of their perspective industries and are fast emerging as standout companies.

VerticalNet literally rocketed to prominence on Wall Street with a return of 586 percent since its IPO in February of 1999, making it the second best IPO this year. What has investors excited is VerticalNet's leadership position in business-to-business Internet sales. Featured recently in Time magazine's business section, VerticalNet operates 43 (and counting) e-business centers -- all aimed at highly specialized industries. These "vertical trade communities" link buyers and sellers in the burgeoning B2B e-commerce community.

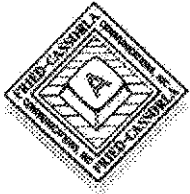
Fried-Cassorla Communications will assist in the creative side of VerticalNet's e-business objectives by writing on-line copy, including e-mail, sponsor ads, and web copywriting. One recent example is the new On-Line Media Kit, available at: <http://www2.watersonline.com/content/media/>.

Learn Inc., a leading publisher of self-improvement audiocassettes, believes in the trusted tagline "Reading is Fundamental" – fundamental to business success. And their numbers prove it. With millions in sales, including a joint venture with *Reader's Digest* that sold over \$6 million units in a 24 month period, Learn Inc. has already trained over 1 million business professionals at 32 of the top Fortune 50 companies.

Fried-Cassorla will help promote their premier product for the new millenium – Speed Learning, An Accelerated Reading and Learning Center. A business-to-business direct mail kit, in cartoon format, will focus on the career benefits of this product, designed to generate a high response rate of purchasers.

Fried-Cassorla Communications, Inc. is a full service advertising agency specializing in direct marketing, electronic marketing, e-mail, and web design. With over 10 years of dedicated service, the company has generated over \$220 million in sales for such clients as ASTM, CIGNA Companies, Merck & Company, Paul Frederick, RapidForms, and Summers Laboratories. We look forward to achieving similar results for our latest business partners – VerticalNet and Learn, Inc.

#



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March 23, 1998

FOR IMMEDIATE RELEASE:

For further information, contact:

Cindy Taubman: (215) 635-5189

Cataloger Paul Fredrick names Fried-Cassorla Communications agency of record for direct mail promotions

Melrose Park, PA – Men's apparel cataloger Paul Fredrick has named Fried-Cassorla Communications, Inc. as its agency of record for direct mail and special promotions.

Paul Fredrick has sold fine shirts, designer neckties and accessories through its catalog since (date).

The company sells to over 100,000 customers in (number) countries around the world.

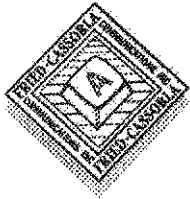
"In recent years, we've relied on Fried-Cassorla Communications for help with various special projects," said Jeff Giesener, the cataloger's vice president for business development. "Now we will be deepening that role and reaching special market segments in a more concerted way."

Projects which will be undertaken include: special new customer catalog covers, lapsed customer reactivation programs, and best customer reward programs.

"Paul Fredrick is in many ways the ideal client," commented the agency's president, Albert Fried-Cassorla. "First, they set ambitious goals and work hard to understand and serve their customers. Second, they encourage us to do our best, even when creative risks are involved."

Fried-Cassorla Communications, Inc. is a direct marketing agency now celebrating its 10th year of operation, the company has generated over \$220 million in sales such clients as ASTM, CIGNA Companies, Marketing Technologies International, Merck & Company, Paul Fredrick, RapidForms, and Summers Laboratories.





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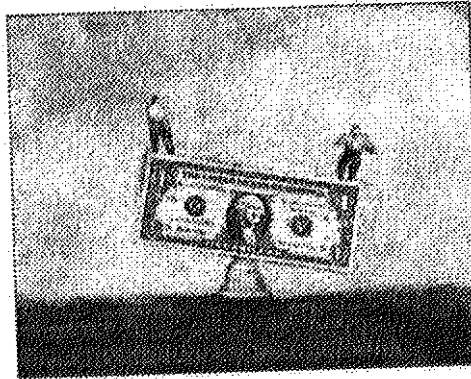
June 26, 2000

FOR IMMEDIATE RELEASE:

For further information, contact:

Joseph McAllister: (215) 635-5189

**Fried-Cassorla
Communications
achieves
over 300%
jump in results
for GMAC-RFC**



**Are taxes a balancing act
for the Sample's?**

Use HomeCorrings to help with your taxes NOW.
Inside: important tax relief news!

Melrose Park, PA – Using a combination of powerful creative work, leading-edge print technology, and good old-fashioned direct marketing fundamentals, Fried-Cassorla Communications (FCC) has achieved impressive results for industry leader GMAC-RFC's HELOC (Home Equity Line Of Credit) program. The FCC mailer yielded over a 300% improvement in Line of Credit usage than an earlier control mailing.

FCC worked with the mortgage finance giant on a digitally personalized full-color self-mailer – a first for GMAC. The objective of this mailing was to convince current Home Equity Line of Credit (HELOC) owners to expand their coverage as a cost-effective alternative means to paying their tax bills.

Proving that imaginative advertising and sound marketing principles can co-exist, the GMAC-RFC self-mailer was both an eye-opener and a mailbox burner.

The self-mailer was digitally printed – no laser was used. All images and type were produced in one pass on both sides with a digital printer. The digital printing technology was merged with customer specific data such as family name and amount available in each customer's line of credit. The mailing was specifically timed with the tax season.

FCC achieves breakthrough results for GMAC-RFC

June 26, 2000

The Fried-Cassorla GMAC-RFC mailer pulled \$25.7 million in utilization after 60 days, versus the unsolicited control group's total of only \$8.1 million total. FCC's mailing achieved more than \$12 million in additional revenues after only 30 days of tracking and yielded a total \$17.6 million for 2.2 times more in additional Line of Credit usage than the control group!

"As always, our focus is on results. The numbers are impressive and they make us both proud and happy," says company president Albert Fried-Cassorla. "It's extremely important that we were able to please our client, GMAC-RFC with these results." To view the eye-catching graphics of the GMAC mailer in full size go to www.fried-cas.com and click on "Success Stories."

Fried-Cassorla Communications, Inc. is a full service advertising agency specializing in direct marketing, electronic marketing, e-mail, and web design. With over a dozen years of dedicated service, the company has generated millions in sales for such prestigious clients as GMAC, Unisys, Summers Laboratories, CIGNA, Merck & Company, and other firms.

FCC has also launched a new pharmaceutical database marketing resource web site at <http://www.pharmagination.com>. The site specializes in successful direct and database marketing case histories in the prescription and OTC pharmaceutical fields.

Fried-Cassorla Communications looks forward to helping your company succeed next. Meanwhile, our focus remains the same – imaginative advertising, innovative marketing techniques, and impressive results for all of our clients.