

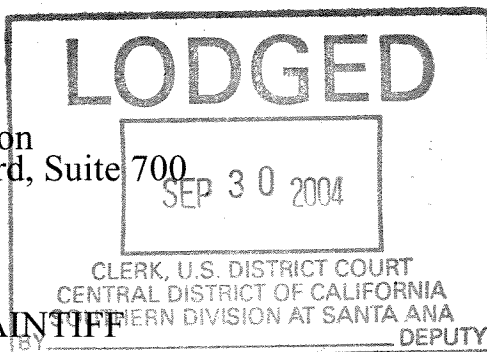
1 WILLIAM E. KOVACIC  
General Counsel

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4 600 Pennsylvania Ave. NW, Room NJ-3212  
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5 (202) 326-2629 (Miller)  
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7 JEFFREY A. KLURFELD  
Regional Director

8 JOHN D. JACOBS  
9 CA Bar No. 134154  
Federal Trade Commission  
10 10877 Wilshire Boulevard, Suite 700  
Los Angeles, CA 90024  
11 (310) 824-4360 (voice)  
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13 ATTORNEYS FOR PLAINTIFF



14 **UNITED STATES DISTRICT COURT**  
15 **CENTRAL DISTRICT OF CALIFORNIA**

16 FEDERAL TRADE COMMISSION,

17 Plaintiff,

18 v.

19 WINDOW ROCK ENTERPRISES, INC.,  
20 also d/b/a WINDOW ROCK HEALTH  
LABORATORIES, also d/b/a  
21 CORTISLIM, INFINITY  
ADVERTISING, INC., STEPHEN F.  
22 CHENG, SHAWN M. TALBOTT, and  
GREGORY S. CYNAUMON,

23 Defendants.  
24

CV04-8190 DSF (JTLx)

Civil Number

**STIPULATED  
INTERIM AGREEMENT  
AND ORDER**







1 commercial (“infomercial”), the Internet, email, press release, video news release,  
2 or in any other medium.

3 8. “Endorsement” means as defined in 16 C.F.R. § 255.0(b).

4 9. A requirement that any Defendant communicate with the Commission  
5 means that the Defendant shall send the necessary information via overnight  
6 courier, costs prepaid, or via facsimile to:

7 Peter B. Miller  
8 Federal Trade Commission  
9 601 New Jersey Avenue, NW  
10 Room 3212  
11 Washington, D.C. 20001  
12 Fax: 202-326-3259  
13 Attn: *FTC v. Window Rock Enterprises, Inc. et al.*

14 10. A requirement that the Commission communicate with one or more of  
15 the Defendants means that the Commission shall send the necessary information  
16 via overnight courier, costs prepaid, or via facsimile to counsel for the  
17 Defendant(s). For purposes of this Order and until the Commission receives  
18 notice to the contrary, communications from the Commission to one or more of the  
19 Defendants shall be directed to:

20 Marc S. Ullman  
21 Ullman, Shapiro & Ullman, LLP  
22 299 Broadway, Suite 1700  
23 New York, NY 10007  
24 Fax: 212-571-9424

25 **IT IS STIPULATED, AGREED AND ORDERED:**

26 **PROHIBITED BUSINESS ACTIVITIES**

27 **I.**

28 A. That Defendants, directly or through any corporation, partnership,  
subsidiary, division, trade name, or other entity, and their officers, agents,  
servants, employees, and all persons and entities in active concert or participation

1 with them who receive actual notice of this Order by personal service, facsimile,  
2 or otherwise, in connection with the manufacturing, labeling, advertising,  
3 promotion, offering for sale, sale, or distribution of CortiStress or any Covered  
4 Product, in or affecting commerce, are hereby preliminarily enjoined from making,  
5 or assisting others in making, directly or by implication, including through the use  
6 of endorsements or product names, any representation that CortiStress or any  
7 Covered Product reduces the risk of or prevents serious health conditions,  
8 including osteoporosis, obesity, diabetes, Alzheimers' disease, cancer, and  
9 cardiovascular disease.

10 B. That Defendants, directly or through any corporation, partnership,  
11 subsidiary, division, trade name, or other entity, and their officers, agents,  
12 servants, employees, and all persons and entities in active concert or participation  
13 with them who receive actual notice of this Order by personal service, facsimile,  
14 or otherwise, in connection with the manufacturing, labeling, advertising,  
15 promotion, offering for sale, sale, or distribution of CortiSlim or any Covered  
16 Product, in or affecting commerce, are hereby preliminarily enjoined from making,  
17 or assisting others in making, directly or by implication, including through the use  
18 of endorsements or product names, any representation that CortiSlim or any  
19 Covered Product:

- 20 1. Causes weight loss of 10 to 50 pounds or more for virtually all  
21 users;
- 22 2. Causes users to lose as much as 4 to 10 pounds per week over  
23 multiple weeks;
- 24 3. Causes users to lose weight specifically from the abdomen,  
25 stomach, and thighs;
- 26 4. Causes rapid and substantial weight loss;
- 27



1 use of endorsements or product names, any misrepresentation about the existence,  
2 contents, validity, results, conclusions, or interpretations of any test or study,  
3 including but not limited to the CortiSlim Study.

4 E. Provided, however, that any advertising for CortiSlim or CortiStress  
5 that appears after the date this Order is signed by the Court and that violates  
6 provisions A through D of this Part or the provisions of Part II, below, shall be  
7 deemed not to be a violation if: i) the Defendants placed the advertising before the  
8 date on which they signed this Order; ii) the Defendants arranged for the  
9 advertising to be discontinued and specifically identified the advertising and listed  
10 its last scheduled appearance date in the chart included as Attachment A to this  
11 Order; and iii) the advertising is in fact discontinued in accordance with the  
12 information provided in the chart included as Attachment A to this Order.

## 13 **FORMATTING FOR BROADCAST ADVERTISING**

### 14 **II.**

15 That Defendants, directly or through any corporation, subsidiary, division,  
16 or other device, in connection with the labeling, advertising, promotion, offering  
17 for sale, sale, or distribution of any product, program, or service, in or affecting  
18 commerce, are hereby preliminarily enjoined from creating, producing, selling, or  
19 disseminating:  
20

21 A. Any advertisement that misrepresents, expressly or by implication,  
22 that it is not a paid advertisement;

23 B. Any commercial or other video advertisement fifteen (15) minutes in  
24 length or longer or intended to fill a broadcasting or cablecasting time slot of  
25 fifteen (15) minutes in length or longer that does not display visually in the same  
26 language as the predominant language that is used in the advertisement, in a clear  
27



1 and prominent manner, and for a length of time sufficient for an ordinary  
2 consumer to read, within the first thirty (30) seconds of the commercial and  
3 immediately before each presentation of ordering instructions for the product or  
4 service, the following disclosure:

5 "THE PROGRAM YOU ARE WATCHING IS A PAID  
6 ADVERTISEMENT FOR [THE PRODUCT, PROGRAM, OR  
7 SERVICE]."

8 Provided that, for the purposes of this provision, the oral or visual presentation of  
9 a telephone number or address through which viewers may obtain more  
10 information or place an order for the product, program, or service shall be deemed  
11 a presentation of ordering instructions so as to require the display of the disclosure  
12 provided herein; and

13 C. Any radio advertisement fifteen (15) minutes in length or longer or  
14 intended to fill a time slot of fifteen (15) minutes in length or longer that does not  
15 state in the same language as the predominant language that is used in the  
16 advertisement, in a clear and prominent manner, and in a volume and cadence  
17 sufficient for an ordinary consumer to hear, within the first thirty (30) seconds of  
18 the commercial and immediately before each presentation of ordering instructions  
19 for the product, program, or service, the following disclosure:

20 "THE PROGRAM YOU ARE LISTENING TO IS A PAID  
21 ADVERTISEMENT FOR [THE PRODUCT, PROGRAM, OR  
22 SERVICE]."

23 Provided that, for the purposes of this provision, the presentation of a telephone  
24 number or address through which listeners may obtain more information or place  
25 an order for the product, program, or service shall be deemed a presentation of  
26 ordering instructions so as to require the stating of the disclosure provided herein.

1 **FDA-APPROVED CLAIMS**

2 **III.**

3 That nothing in this Order shall prohibit Defendants from making any  
4 representation:

5 A. For any product that is specifically permitted in labeling for such  
6 product by regulations promulgated by the Food and Drug Administration  
7 pursuant to the Nutrition Labeling and Education Act of 1990; or

8 B. For any drug that is permitted in labeling for such drug under any  
9 tentative final or final standard promulgated by the Food and Drug Administration,  
10 or under any new drug application approved by the Food and Drug  
11 Administration.

12 **FINANCIAL STATEMENTS AND INFORMATION**

13 **IV.**

14 A. That for each of CortiSlim, CortiStress, and any Covered Product that  
15 is advertised, marketed, promoted, offered for sale, distributed, or sold by any of  
16 the Defendants or their officers, directors, agents, servants, employees,  
17 salespersons, distributors, corporations, subsidiaries, affiliates, successors, or  
18 assigns, Defendants shall serve on the Commission, within sixty (60) calendar  
19 days of entry of this Order, a detailed accounting of:  
20

- 21 1. The gross revenues obtained from the sale of the product from  
22 inception of sales through the date of entry of this Order; and  
23 2. The total number of units of the product sold from inception of  
24 sales through the date of entry of this Order.

25 B. That Defendants shall each prepare and provide to the Commission,  
26 within sixty (60) calendar days of entry of this Order, a complete and accurate  
27

1 financial statement, signed under penalty of perjury, on the appropriate form as  
2 provided by the Commission to the Defendants, receipt of which is acknowledged  
3 by the Defendants' signatures on this Order. Defendants Cheng, Talbott and  
4 Cynaumon shall include a list of all corporate or other business entities that each  
5 has controlled, directly or indirectly, at any point from August 2002 until the  
6 present.

7 C. That Defendants shall each provide the Commission with access to  
8 records and documents pertaining to assets of each Defendant that are held by  
9 financial institutions outside the territory of the United States by signing and  
10 returning a "Consent to Release of Financial Records" as provided by the  
11 Commission to the Defendants, receipt of which is acknowledged by the  
12 Defendants' signatures on this Order.

13 D. That, within sixty (60) calendar days of entry of this Order,  
14 Defendants shall provide the Commission with copies of documents (including but  
15 not limited to cancelled checks, wire transfers or bank account statements) in  
16 Defendants' possession or control that are sufficient to show the following  
17 information:

- 18 1. All revenues collected and obtained by Defendants, directly or  
19 through any other corporation, partnership, limited liability  
20 corporation, or other entity, in connection with the sale in the  
21 United States of each of CortiSlim, CortiStress, and any  
22 Covered Product, and the location and/or transfer of all such  
23 revenues;
- 24 2. All refunds provided by Defendants to consumers, directly or  
25 through any corporation, partnership, limited liability  
26  
27  
28

1 corporation, or other entity, in connection with the sale of each  
2 of CortiSlim, CortiStress, and any Covered Product;

3 3. All costs and expenses incurred by Defendants, directly or  
4 through any corporation, partnership, limited liability  
5 corporation, or other entity, in connection with the sale and  
6 marketing of each of CortiSlim, CortiStress, and any Covered  
7 Product in the United States, including but not limited to the  
8 cost of goods sold, salaries, commissions, bonuses, and legal  
9 fees;

10 4. All transfers of assets by any of the Defendants to any  
11 individual or entity in excess of \$10,000 since January 2003.

12 E. That all information produced pursuant to this Part shall be  
13 designated as confidential information.

14  
15 **FINANCIAL DISCOVERY**

16 **V.**

17 A. That the Commission is granted leave at any time after service of this  
18 Order to depose or demand the production of non-privileged documents from any  
19 financial institution, brokerage firm, or similar business entity regarding the  
20 nature, status, extent, location or other relevant information relating to  
21 Defendants' assets, income, personal or business financial records, or to the  
22 location of any Defendant or potential defendant.

23 B. That, within fourteen (14) calendar days of entry of this Order, each  
24 Defendant shall provide the Commission with a list of all financial institutions,  
25 brokerage firms, or similar business entities known or thought to have information  
26 regarding the nature, status, extent, location or other relevant information relating  
27

1 to any Defendant's assets, income, personal or business financial records, or to the  
2 location of any Defendant or potential defendant.

3 C. That the Commission shall notify the Defendants at least two (2)  
4 business days before contacting, serving a subpoena upon, or otherwise initiating  
5 the financial discovery permitted under this Part with a specific financial  
6 institution, brokerage firm, or similar business entity identified by the Defendants  
7 under provision B.

8 D. That, for purposes of the Commission's issuance of a subpoena to a  
9 specific financial institution, brokerage firm, or similar business entity in  
10 accordance with the financial discovery permitted under this Part, six (6) business  
11 days shall be deemed sufficient time for the production of any such documents.

12 E. That the production of documents submitted pursuant to this  
13 provision shall not in any way waive the Commission's rights to seek the  
14 production of additional documents.

15 F. That all information produced pursuant to this Part shall be  
16 designated as confidential information.

## 18 MAINTENANCE OF RECORDS

### 19 VI.

20 That, until entry of a final order resolving the Complaint, Defendants, and  
21 their officers, agents, directors, employees, salespersons, independent contractors,  
22 subsidiaries, affiliates, successors, assigns, and all other persons or entities in  
23 active concert or participation with them who receive actual notice of this Order  
24 by personal service, facsimile, or otherwise, whether acting directly or through any  
25 corporation, subsidiary, division, trade name, or other entity, are hereby  
26 preliminarily enjoined from:

1 A. Failing to create and maintain documents such as books, records,  
2 accounts, bank statements, current accountants' reports, and/or any electronic data  
3 which, in reasonable detail, accurately and fairly reflect the transactions and  
4 dispositions of the assets of any Defendant;

5 B. Destroying, erasing, mutilating, concealing, altering, transferring, or  
6 otherwise disposing of, in any manner, directly or indirectly, any books, records,  
7 tapes, discs, accounting data, checks (fronts and backs), correspondence, forms,  
8 advertisements, brochures, manuals, electronically stored data, banking records,  
9 customer lists, customer files, invoices, telephone records, ledgers, payroll  
10 records, or other documents of any kind, including information stored in  
11 computer-maintained form (such as electronic mail), in their possession, and other  
12 documents or records of any kind that relate to the business practices or finances  
13 of any Defendant; and

14 C. Failing to maintain complete records of any consumer complaints and  
15 disputes, whether coming from the consumer or any intermediary, such as a  
16 government agency or Better Business Bureau, and any responses made to those  
17 complaints or disputes.

18  
19 **DISTRIBUTION OF ORDER BY DEFENDANTS**

20 **VII.**

21 That each Defendant shall, no later than five (5) business days following  
22 entry of this Order, provide a copy of this Order to each affiliate, partner,  
23 subsidiary, division, sales entity, distributor, successor, assign, officer, director,  
24 employee, independent contractor, agent, fulfillment house, call center, and  
25 representative of the Defendant that engages in conduct related to the subject  
26 matter of this Order, and, within fifteen (15) business days following entry of this  
27

1 Order, shall provide the Commission with an affidavit identifying the names,  
2 titles, addresses, and telephone numbers of the persons and entities that each  
3 Defendant has served with a copy of this Order in compliance with this provision.  
4

5 **SERVICE OF THIS ORDER BY PLAINTIFF**

6 **VIII.**

7 That copies of this Order may be served by facsimile transmission, personal  
8 or overnight delivery, or U.S. Mail, by agents and employees of the Commission  
9 or any state or federal law enforcement agency, on (1) any Defendant, or (2) any  
10 other person or entity that may be subject to any provision of this Order. Service  
11 upon any branch or office of any entity shall effect service upon the entire entity.  
12

13 **CONSUMER REPORTS**

14 **IX.**

15 That the Commission may obtain consumer reports concerning any  
16 Defendant pursuant to Section 604(a)(1) of the Fair Credit Reporting Act, 15  
17 U.S.C. § 1681(a)(1), and that, upon written request, any credit reporting agency  
18 from which such reports are requested shall provide them to the Commission.  
19

20 **RIGHT TO INVESTIGATE AND ADD**  
21 **ADDITIONAL PARTIES AND CLAIMS**

22 **X.**

23 That nothing in this Order shall be construed as limiting or restricting the  
24 Commission's right or ability to investigate, take discovery from, add to this  
25 action, or bring further actions against, any persons or entities not specifically  
26  
27

1 named herein as a defendant who may be in active concert or participation with  
2 any Defendant.

3  
4 **IT IS SO ORDERED**, this \_\_\_ day of \_\_\_\_\_, 2004

5  
6  
7 \_\_\_\_\_  
UNITED STATES DISTRICT JUDGE

8 **SO STIPULATED:**

9 WILLIAM E. KOVACIC  
10 General Counsel.

11 \_\_\_\_\_  
PETER B. MILLER  
12 KIAL YOUNG

\_\_\_\_\_ WINDOW ROCK ENTERPRISES  
By: Stephen F. Cheng, President

13 JOHN D. JACOBS  
14 CA Bar No. 134154  
15 Federal Trade Commission

\_\_\_\_\_ STEPHEN F. CHENG  
Individually, and as an officer of  
Window Rock Enterprises

16 ATTORNEYS FOR PLAINTIFF

\_\_\_\_\_ INFINITY ADVERTISING, INC.  
By: Gregory S. Cynaumon, President

18 \_\_\_\_\_  
MARC S. ULLMAN  
19 Ullman, Shapiro & Ullman, LLP  
20 299 Broadway, Suite 1700  
21 New York, NY 10007  
22 212-766-8662 (voice)  
23 212-571-9424 (fax)

\_\_\_\_\_ GREGORY S. CYNAUMON  
Individually, and as an officer of  
Infinity Advertising, Inc.

24 \_\_\_\_\_  
DONALD E. MORROW *Franklin D. Ubel*  
25 CA Bar No. *67861*  
26 Paul Hastings Janofsky & Walker  
27 695 Town Center Dr., 17<sup>th</sup> Floor  
28 Costa Mesa, CA 92626-1924  
(714) 668-6200 (voice)  
(714) 979-1921 (fax)

\_\_\_\_\_ SHAWN M. TALBOTT

ATTORNEYS FOR DEFENDANTS



1 named herein as a defendant who may be in active concert or participation with  
2 any Defendant.

3  
4 **IT IS SO ORDERED**, this \_\_\_ day of \_\_\_\_\_, 2004

5  
6  
7 

---

 UNITED STATES DISTRICT JUDGE

8 **SO STIPULATED:**

9 WILLIAM E. KOVACIC  
General Counsel

10  
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KIAL YOUNG

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16 \_\_\_\_\_  
INFINITY ADVERTISING, INC.  
By: Gregory S. Cynaumon, President

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SHAWN M. TALBOTT

26 **ATTORNEYS FOR DEFENDANTS**

1 named herein as a defendant who may be in active concert or participation with  
2 any Defendant.  
3

4 **IT IS SO ORDERED**, this \_\_\_ day of \_\_\_\_\_, 2004  
5  
6

7 **UNITED STATES DISTRICT JUDGE**

8 **SO STIPULATED:**

9 **WILLIAM E. KOVACIC**  
10 General Counsel

11 **PETER B. MILLER**  
12 **KIAL YOUNG**

13 **JOHN D. JACOBS**  
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15 Federal Trade Commission

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**WINDOW ROCK ENTERPRISES**  
By: Stephen F. Cheng, President

**STEPHEN F. CHENG**  
Individually, and as an officer of  
Window Rock Enterprises

*Gregory S. Cynaumon*  
**INFINITY ADVERTISING, INC.**  
By: Gregory S. Cynaumon, President

*Gregory S. Cynaumon*  
**GREGORY S. CYNAUMON**  
Individually, and as an officer of  
Infinity Advertising, Inc.

**SHAWN M. TALBOTT**

1 named herein as a defendant who may be in active concert or participation with  
2 any Defendant.

3

4 **IT IS SO ORDERED**, this \_\_\_ day of \_\_\_\_\_, 2004

5

6

7

UNITED STATES DISTRICT JUDGE

8 **SO STIPULATED:**

9 WILLIAM E. KOVACIC  
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26 ATTORNEYS FOR DEFENDANTS

27

28

1 named herein as a defendant who may be in active concert or participation with  
2 any Defendant.

3  
4 **IT IS SO ORDERED**, this \_\_\_ day of \_\_\_\_\_, 2004

5  
6  
7 \_\_\_\_\_  
UNITED STATES DISTRICT JUDGE

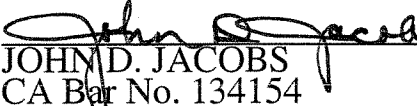
8 **SO STIPULATED:**

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General Counsel

10 

11 PETER B. MILLER  
KIAL YOUNG

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WINDOW ROCK ENTERPRISES  
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SHAWN M. TALBOTT

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CORTISLIM MEDIA - ATTACHMENT A - PAGE 1 OF 2

CONSUMER MAGAZINES

Magazine	Size	Cover Date	On Sale Date	End Date	AD	Notes
Glamour	2/3 page, vert	09/2004	8/10/2004	9/10/2004	House	
Redbook	Full Page	09/2004	8/10/2004	9/10/2004	Before, After, During #1	
Ladies Home Journal	Full page	09/2004	8/10/2004	9/10/2004	House	
Today's Health & Wellness	Full Page	09/2004	8/15/2004	9/15/2004	House	
Prevention	Full Page	09/2004	8/20/2004	9/20/2004	House	
Country Almanac	Full Page	Winter 2004	8/31/2004	9/30/2004	Cindy testimonial	
Sophisticates Hairstyles	Full Page	10/2004	8/6/2004	10/6/2004	Missy testimonial	
Fitness	1/6 Advertorial	10/2004	9/7/2004	10/7/2004	Advertorial #3	
Marie Claire	1/6 Advertorial	10/2004	9/7/2004	10/7/2004	Advertorial #1	
Redbook	1/6 Advertorial	10/2004	9/7/2004	10/7/2004	Advertorial #1	
Family Circle	Full Page	10/1/2004	9/7/2004	10/7/2004	Before, After, During #1	
National Enquirer	Super Junior	9/20/2004	9/10/2004	9/24/2004	Before, After, During #1	
First for Women	Full Page	10/4/2004	9/13/2004	9/27/2004	Before, After, During #1	
Cosmopolitan	1/6 Advertorial	10/2004	9/14/2004	10/14/2004	Advertorial #1	
Elle	1/6 Advertorial	10/2004	9/14/2004	10/14/2004	Advertorial #1	
Glamour	1/6 Advertorial	10/2004	9/14/2004	10/14/2004	Advertorial #1	
Ladies Home Journal	1/6 Advertorial	10/2004	9/14/2004	10/14/2004	Advertorial #1	
Better Homes and Garden	Full Page	10/2004	9/14/2004	10/14/2004	House	
Cosmopolitan	Full Page	10/2004	9/14/2004	10/14/2004	House	
Woman's Day	Full Page	10/2004	9/14/2004	10/14/2004	House	
Lucky	1/6 Advertorial	10/2004	9/14/2004	10/14/2004	Advertorial #1	
Smart Source Half	Half page 4C	9/19/2004	9/19/2004	9/26/2004	House	
USA Weekend	M unit	9/19/2004	9/19/2004	9/26/2004	Before, After, During #1	
GQ	1/6 Advertorial	10/2004	9/23/2004	10/23/2004	Advertorial #2	
Self	1/6 Advertorial	10/2004	9/23/2004	10/23/2004	Advertorial #3	
Southwest Spirit	Full Page	10/2004	10/1/2004	11/1/2004	Before, After, During #2	
First for Women	Full Page	10/25/2004	10/4/2004	10/18/2004	Before, After, During #2	
Vogue	1/6 Advertorial	10/2004	9/28/2004	10/28/2004	Advertorial #1	
Bon Appetit	1/6 Advertorial	11/2004	10/12/2004	11/12/2004	Advertorial #4	
Marie Claire	1/6 Advertorial	11/2004	10/5/2004	11/5/2004	Advertorial #1	
Fitness	1/6 Advertorial	11/2004	10/5/2004	11/5/2004	Advertorial #7	
Family Circle	Full Page	11/9/2004	10/9/2004	11/9/2004	Christmas	
Redbook	Full Page	11/2004	10/12/2004	11/12/2004	Before, After, During #2	
Glamour	1/6 Advertorial	11/2004	10/12/2004	11/12/2004	Advertorial #5	
Lucky	1/6 Advertorial	11/2004	10/12/2004	11/12/2004	Advertorial #5	
Today's Health & Wellness	Full Page	11/2004	10/15/2004	11/15/2004	Before, After, During #2	
First for Women	Full Page	11/15/2004	10/25/2004	11/8/2004	Before, After, During #2	
Allure	1/6 Advertorial	11/2004	10/26/2004	11/26/2004	Advertorial #5	
Vogue	1/6 Advertorial	11/2004	10/26/2004	11/26/2004	Advertorial #5	
GQ	1/6 Advertorial	11/2004	10/28/2004	11/28/2004	Advertorial #6	
Self	1/6 Advertorial	11/2004	10/28/2004	11/28/2004	Advertorial #7	
House & Garden	1/6 Advertorial	11/2004	10/28/2004	11/28/2004	Advertorial #8	
Country Home	Full Page	Holiday 2004	11/9/2004	12/9/2004	Christmas	
Woman's World	Full Page	11/16/2004	11/9/2004	12/5/2004	Christmas	
First for Women	Full Page	12/6/2004	11/15/2004	11/29/2004	Christmas	
First for Women	Full Page	12/27/2004	12/6/2004	12/20/2004	Christmas	
Woman's World	Full Page	12/21/2004	12/14/2004	1/14/2005	Christmas	
Ms. Fitness	Full Page	Winter 2004	10/5/2004	11/5/2004	Fitness Ad	Quarterly publication; some stores may carry longer

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**CORTISLIM MEDIA - ATTACHMENT A - PAGE 2 OF 2**

**RETAIL MAGAZINES**

Magazine	Size	Cover Date	On Sale Date	End Date	AD	Notes
Mass Market Retailer	Full Page	8/23/2004	8/23/2004	9/23/2004	Retail	
Total Health	Full Page	09/2004	8/15/2004	9/15/2004	Before, After, During #1	
Mass Market Retailer	Full Page	09/2004	8/15/2004	9/15/2004	Retail	
Natural Foods Merchandiser	Full Page	09/2004	8/20/2004	9/20/2004	Retail	
Vitamin Retailer	Full Page	09/2004	8/20/2004	9/20/2004	Retail	
Delicious	Full Page	10/2004	9/15/2004	10/15/2004	Before, After, During #1	
Total Health	Full Page	10/2004	9/15/2004	10/15/2004	Before, After, During #1	
Chain Drug Review	Spread	10/2004	9/20/2004	10/20/2004	Think CortiSlim	
Health Products Business	Spread	10/2004	9/20/2004	10/20/2004	Think CortiSlim	
Health Supplement Retailer	Spread	10/2004	9/20/2004	10/20/2004	Think CortiSlim	
Mass Market Retailer	Spread	10/2004	9/15/2004	10/15/2004	Think CortiSlim	
Vitamin Retailer	Spread	10/2004	9/20/2004	10/20/2004	Think CortiSlim	
Whole Foods	Spread	10/2004	9/20/2004	10/20/2004	Before, After, During #1	
Better Nutrition	Full Page	10/2004	9/15/2004	10/15/2004	Before, After, During #1	
Drug Store News	Spread	10/2004	10/1/2004	11/1/2004	Think CortiSlim	

**RADIO**

FILE NAME	DESCRIPTION	START DATE	END DATE	LENGTH	Host
Cortislim#29-SLIM127	Maria Sanchez Testimonial	8/4/2004	9/10/2004	:60	Maria Sanchez
Cortislim#30-Trim907	Clinical Trial	8/30/2004	9/10/2004	:60	Greg Cynaumon
Cortislim#31-MS-SLIM127	Maria Sanchez Testimonial #2	8/4/2004	9/10/2004	:60	Maria Sanchez

**PRINT**

ITEM	DESCRIPTION	START DATE	NOTES
Fulfillment Literature	Sent to customers who order the product	ongoing	Brochure discontinued - revisions in progress; Quick Start guide discontinued - revisions in progress; Two-Part Coupon discontinued as of 10/8/04 - revisions in progress; SENSE program booklet ongoing
Inquiry/Response Literature	Sent to callers seeking more information	ongoing	Brochure discontinued - revisions in progress; Request form, single coupon and SENSE card ongoing

**TV**

TAPE TITLE	DESCRIPTION	START DATE	END DATE	LENGTH	AD	NOTES
CORTISLIM C2	Long Form	6/2/2004	9/26/2004	28:30:00	Infomercial	last air date 9/21 (90% stations); remaining end date 9/26 (10% stations)
STOP WEIGHING YOURSELF (CRT_1017_27)	Short Form	5/31/2004	10/18/2004	:60	Stop Weighing Yourself	Revised ad will not include "scientific centerpiece" language & the yellow color around the midsection in the graphic
CHANGE YOUR LIFE W/ CORTISLIM-CINDY	Short Form	7/12/2004	9/12/2004	:60	Cindy Revised	discontinued; last air date 9/12/2004
CORTISLIM (CRT_1019_2R3)	Short Form	5/31/2004	10/18/2004	:30	Greg	Revised ad will not include "scientific centerpiece" language & the yellow color around the midsection in the graphic
CORTISLIM STOP WEIGHING YOURSELF 120	Short Form	8/16/2004	9/8/2004	1:20	Stop Weighing Yourself	Stop Weighing Yourself :60 with one minute testimonials discontinued

**IN STORE DISPLAYS**

ITEM	DESCRIPTION	START DATE	STATUS	NOTES	FILE NAME
Countertray Display	Countertop Display to hold 12 bottles	08/2004	Currently in stores	No longer being shipped to stores. New versions being printed	CortiSlim counter tray
Floor Display w/ brochure	Stand up display and accompanying brochure	09/2004	Currently in stores	No longer being shipped to stores. New versions being printed	Floor display
Retail Poster	Poster sent to retailers	07/2004	Currently in stores	No longer being shipped to stores. New versions being printed	CortiSlim Poster Current

**INTERNET**

ITEM	DESCRIPTION	START DATE	NOTES
CortiSlim Official Website	www.cortislim.com; www.cortisol.com www.cortislim.biz; www.windowrockhealth.com	ongoing	All websites identical. Numerous domains link to CortiSlim website. Revisions to websites will be posted by 10/8/04

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