

Dear Friend of Bruce & Twyla,

Thanks for downloading this attachment.

I promise I will not bug you or become a pest. I respect you too much and would rather remain your friend than become your business associate.

I have recently discovered a unique way to shop over the Internet, save money, and get free cash back at the same time. May I share it with you?

It's called **Aisle19.com**. Aisle19.com is a "portal" or door into a virtual shopping mall where you get cash back FREE. At last count this mall had 584 online merchants. The stores are the ones you probably already shop at, such as: Wal-Mart, Target, Bass Pro, Walgreen's, Land's End, Ace Hardware, Puritan's Pride, Overstock.com, Sally's Beauty Supply, Macy's, Barnes & Noble, sporting goods, and many others. There's just no way to mention them all!

The curious thing about this mall is that the membership is **FREE**. That's right there are no fees of any kind. To sign up there are no credit cards asked for or even a Social Security number. There are no renewal fees either. It's all free. Even the cash back you get on purchases is free. However, it's by invitation only. You must be invited to join to get your free membership. When registering, you'll need the 6-digit number of the

person who has invited you. If it's me (Bruce Menzies) that's invited you, my number is #185807.

Becoming a Customer of **Aisle19.com** is easy. Go to www.Aisle19.com and scroll to the bottom of the screen.

1. Click on the "Join Now" button.
2. Enter the 6-digit number of the person who invited you.
3. Follow the prompts and record your newly-issued 6-digit number.
4. Write down your password and user name as you'll need those to sign in to your mall and shop.
5. Start shopping and get cash back.

If you have any problem or questions just email me or give me a call at 417 838-3972.

Remember this: When shopping, be sure to go to Aisle19.com **first** and then click through to the merchant's Web site so your purchases will be tracked and you'll earn cash back.

If you'd like to watch a three-minute video about the secret of Aisle19, just copy and paste this link into your browser:

<http://www.aisle19.com/Video.aspx>

Share the Secret

You can tell your friends about Aisle19.com. Just give them YOUR 6-Digit ID number. (Remember, Aisle19 is by invitation only!)

Question #1

How does Aisle 19 accomplish all this?

Can't I just become an affiliate myself without Aisle 19?

Those of you who have researched Internet marketing probably know of Affiliate Programs that are offered by Internet merchants. You can go to many merchants' Web sites, scroll to the bottom of the home page and click on "Affiliate Program." There you'll be directed through various forms and pages of instructions to create a link to the merchant's Web site from your web site. (You must have some sort of web "presence" to accomplish this such as a Web site or Internet blog.) When people click on that link their purchases are tracked and a commission is paid to you, the Affiliate. However, if those customers are not being compensated, there is simply no reason for them not to visit the merchant's Web site directly (unless they just love you dearly). To obtain Affiliate status with other merchants, you must complete the same procedure for each store.

Aisle19.com has done all that work for you. They provide an arrangement for you with each of the stores. Also they provide Back Office record keeping that tracks your purchases and the people you've invited into Aisle19.com. They've worked out all the logistics; all we have to do is shop and collect our free cash back.

Furthermore, Aisle19.com has affiliate relationships with companies that you could never establish as an individual with a private Web site. Many merchants qualify affiliates based on "unique visitors" to a web site each

month. What that means to you and me is I can shop at, say, Walmart.com and get free cash back. But as a private individual I could never obtain an affiliate relationship with Walmart.com myself for my own personal Web site because a merchant can audit the unique visitors to my Web site and determine whether I meet their rigid qualifications. Aisle19.com meets the qualifications and brings the benefits to us the Customers.

Question #2

Why do I need Aisle19.com?

Think back just in our life time how shopping has evolved:

- My earliest memories were going downtown to the public square and shopping with Mom and Dad. We drove from store to store. We actually dressed up to go shopping—it was a big deal!
- Next came the big mall and things changed. We parked the car and walked from store to store. We ate at the food court and maybe took in a movie too.
- Then came all the mail order catalogs, Toll-free phone numbers and big brown trucks.
- Today we shop the Internet. I can shop in my pajamas in the middle of the night or whenever the urge hits me. I shop smart for value, examine return policies, and compare prices right down to the free shipping.

Over the next few years online shopping will become the norm for most shoppers worldwide. According to Forrester Research, Inc., Cambridge,

MA, online retail trade will be \$234 billion for 2009, \$267 billion for 2010, and surge to over \$300 billion in 2011. We might as well get part of the action!

Aisle19.com is positioned to be in the center of the booming online shopping industry.

Question #3

What's in it for you Bruce? Why are you telling me all this?

That's a fair question.

Through your acquaintance with me or Twyla you probably know that I've been under-employed for a few years. During my time of job seeking, I've also explored literally dozens of Internet-based opportunities.

After discovering the secret of Aisle19.com, I discovered the business opportunity. So, I have taken the Aisle19 experience one step further and have become an Independent Business Owner or IBO.

As an Independent Business Owner with Escape International, the parent company of Aisle19, I receive a modest commission based on your rebate from the online merchant where you shop. My small fee takes nothing from your rebate; it only rewards me for sharing the secret of Aisle19 with you or the person who shared it with you.

If you have an interest in becoming an Independent Business Owner with Escape International you can do so at www.EscapeInternational.com using the same 6-digit number. If you need more information please contact me at (417) 838-3972 or email to bjmenzies@msn.com.

Thanks for you time, and happy shopping

Bruce