EXHIBIT A

NOW AVAILABLE IN THE U.S. FOR THE VERY FIRST TIME

The INCREDIBLE *5 **pounds per capsule** *5

Molecular weight-loss formula from SWEDEN! It's Taken Europe By Storm

W8-B-Gone's 4 Hi-Potency "4 pack" lets you lose 20 pounds



NOW AVAILABLE IN THE U.S. FOR THE VERY FIRST TIME



Each single hi-potency W8-B-Gone is guaranteed to melt away up to 5 pounds of built-up fat every 4 days!

"You will lose up to 20 pounds in just 16 days?"



Visit our website at www.w8-b-gone.com

NOW AVAILABLE IN THE U.S. FOR THE VERY FIRS'

This REVOLUTIONARY patented With just 1 tablet you can lose up to PUTS AN END TO DIETIN



TROM NEW CROWNERS

Ms. Kathy Sorensson: Case No. 21335 "I was tired of diet systems that just didn't work. But your USA W8-B-Gone pill brought back faith in my life. I lost a total of 48 pounds in a little over a month! And I ate as I wanted - no special diets or exercise!"

Mrs. Kathy Sorensson: Case No. 21335

"I was so depressed I was about to pay over \$3,000 for surgical fat removal. Then a friend gave me two of your W8-B-Gone capsules. I lost over 12 pounds in just 10 days! I forgot about surgery and kept on W8-B-Gone. I have lost over 120 pounds and can't thank you enough."



Melissa Petersson: Case No. 11097

"As I moved into my mid-40's, my weight shot up to well over 200 pounds. Nothing helped. Neither diets nor exercise. Then I tried W8-B-Gone's "4-Pack" and discovered your claim was actually true. I stayed on my regular diet and I lost 14 pounds in just two weeks! I have stayed with W8-B-



Gone and today I am down to a sensible 120 pounds. I have lost over 80 pounds. Thank you, Brantley Juergen!"

Mary Ann Rogers: Case No. 4589

NOT AVAILABLE IN STORES

In bringing W8-B-GONE to the U.S. for the first time, we can't make it available in any stores. You can only purchase this powerful diet capsule through us. W8-B-Gone is a truly exceptional and unequalled product. We guarantee it will have absolutely no negative effects on your health, you will lose weight. In bringing this new breakthrough freahment to the U.S., we must keep the formula a secret in order to avoid unauthorized copying by unlicensed labs.

EUROPE'S ALL-TIME BEST SELLING DIET MIRACLE!

- W8-B-GONE --

NOW AVAILABLE IN THE U.S. FOR THE VERY FIRST TIME!

It is available in limited supplies only.

The enclosed form bearing your name and order number - GUARANTEES you a fresh and immediate supply!

Dear Friend,

--- W8-B-Gone was originally developed in Sweden. A super powerful, high potency molecular formula that removes fat from the system instantly, removing and expelling it naturally over a period of just four days.

--- W8-B-Gone was first introduced exclusively through Brantley Juergen, Sweden's most famous and respected weight-lloss specialist.

News of its amazing effectiveness spread quickly in northern Europe – and soon it was in demand throughout all of the European continent.

It quickly became Sweden's top diet aid - and a leading European magazine, GOOD HEALTH, described it simply as: "THE MIRACULOUS TREATMENT"

News of this weight-loss miracle capsule soon spread to the luxurious spas of Germany and France. And from there to all the great continental nations making <u>W8-B-Gone</u> <u>Europe's all-time best-selling weight-loss secret</u>.

--- Brantley Juergen then decided to make his proprietary formula available in the U.S.

And to assure its freshness and potency, after an exhaustive search, he chose MBE MANAGEMENT to be his U.S. distributor. MBE Management is famous the world over for their strict ethical standards in producing only pure pharmaceutical-standard "100% natural products".

And to GUARANTEE the power and freshness of this remarkable, high potency formula, MBE Management made the decision to only market it straight to the customer on a one-to-one basis.

It will not sit on store shelves and lose 60 to 80% of its power as do some popular health aids and drugs.

This means it is only available by direct order from MBE Management.

1-800-763-5202

Visit us at www.w8-b-gone.com

W8-B-Gone

--- Naturally the demand for W8-B-Gone is great – and the supply, because of our high manufacturing standards, is small.

That's why we have included the enclosed registered Priority Order Form bearing your name and your individual order number.

This registered form guarantees you immediate delivery from our fresh and limited stock. It also guarantees you will be among the very first people in the U.S. privileged to experience the weight-loss miracle capsule of W8-B-Gone!

Remember W8-B-Gone's powerful super-molecular formula works on our exclusive "sustained release" system.

This means it works continuously in your body - day and night - at work, play or sleep.

And achieves these CLINICALLY-PROVEN results:

- Take just one capsule and lose up to 5 pounds in 4 days
- Take another capsule and in 4 more days lose 5 more pounds (10 pounds total)
- Take a third capsule and in 4 more days lose 5 more pounds (15 pounds total)
- With the convenient W8-B-Gone 4-capsule pack, you can lose up to 20 pounds in only 16 days!

The entire amazing story of W8-B-Gone is presented in detail in the enclosed brochure.

--- It explains how it works without dieting! You continue to eat your favorite foods. W8-B-Gone is 100% safe! The astonishing clinical tests prove it really is "a miracle capsule"!

This is your chance to experience the satisfaction and the thrill of instant, steady weightloss that only **W8-B-Gone** can bring to your life.

For the very first time you now have – at your fingertips – a weight-loss system that's simple and effective – a weight-loss system powered by **W8-B-Gone** that you can use confidently for the <u>rest of your life</u> to maintain the weight control you desire. Reap all the wonderful health benefits that proper, scientific weight-control can add to your health and your family's well-being.

Cordially. H. W. Covington

Henry W. Covington, CEO W8-B-GONE DIVISION, MBE Management

P.S. Take just a moment now to use your exclusive REGISTERED ORDER FORM. You will discover a thrilling new life free from the constant fear of being overweight. You must be 100% satisfied or your money back!

ocess 5 lbs every 4 days

ME

Amazing RAPID FAT meltdown diet program with scientifically proven capsule ATTACKS and MELTS AWAY years of BUILT UP FAT and CELLULITE

European Health & Beauty Magazines call it the "Miracle Treatment"

Never before has ONE HIGH POTENCY CAPSULE had the power to bring about a 5-pound weight loss. Only W8-B-Gone achieves this.

With no dieting - eat as you always have, knowing W8-B-Gone is at work, "around the clock" attacking the fat in your body.

4 capsules taken at 4-day intervals are all you need to lose up to 20 pounds - GUARANTEED!

W8-B-Gone takes weight off automatically whatever the cause of your weight problem by acting directly on fat deposits in muscle areas (belly, thighs, and hips) removing and expelling the fat day after day.

GUARANTEED RESULTS OR YOUR MONEY BACK!

You risk absolutely nothing when you order. Your decision to try this revolutionary breakthrough weight loss program is backed by a 100%, no-strings-attached, money-back guarantee. If after 20 days, you are not fully satisfied by all the weight you have lost, return it and you will get a 100% refund of your purchase price (minus shipping), absolutely guaranteed.



W8-B-Gone is fast

It goes to work the minute you take it. And in just 4 days, you will lose up to 5 pounds. Four capsules, taken at 4-day intervals, will reduce your weight by up to 20 pounds in just 16 days. It's the only way to lose up to 20 pounds in 16 days with absolute certainty.

W8-B-Gone is easy to use

It's uniquely patented sustained-release formula continues working around the clock, so you are constantly breaking down and expelling fat. Even while you are asleep! There's no need to diet. Eat whatever you are used to eating. No need for strenuous exercise. Just take 1 capsule every 4 days.

* W8-B-Goue is safe

It doesn't use harsh stimulants or appetite suppressors. So there are no harmful side effects. The patented formula known only in Sweden, is designed to attack localized fat deposits, dislodge them, and allow your body to eliminate them naturally. This is why you are advised to take the capsules at 4-day intervals only.

W8-B-Gone lasts

After you've reached your desired weight loss, you can keep weight off permanently. At the slightest sign of weight gain, all you need to do is take one capsule – and that's it.

* W8-B-Gone is proven

Tests conducted in Europe with individuals of both sexes and all ages prove that virtually all patients who used W8-B-Gone correctly-lost their targeted weight while continuing to eat exactly as they were used to.

CAUTION about excessive weight loss

With one pack of W8 B-Gone, you can lose up to 20 pounds. If you wish to lose more than 20 pounds, you must order 2 packs, resulting in a weight loss of up to 40 pounds. But weight loss of more than 20 pounds can lead to fatigue. We advise you to take a vitamin Csupplement if you wish to lose more than 20 pounds. But with weight loss of up to 20 pounds, you will experience no tiredness at all.

A TALK WITH W8-B-GONE'S CREATOR, BRANTLEY JUERGEN

W8-B-Gone, the Medically Proven Capsule "IT'S THE FASTEST, SAFEST WEIGHT-LOSS METHOD "

Brantley Juergen is a well known authority on weight loss. His remarkable new formula is now available in the U.S.

A single capsule acts for 4 days!

Each W8-B-Gone capsule uses a sustained-release formula, based on a method that is well known in the pharmaceutical industry. With W8-B-Gone you can be sure that a single capsule is capable of dislodging all localized fat deposits. Up to 5 pounds every four days!

Here's how W8-B-Gone works!

Within the W8-B-Gone formula are new fat-attacking molecules which literally break down fatty deposits in the body. The fat attacking component of W8-B-Gone is balanced with other compounds, to guarantee weight loss of up to 5 pounds every 4 days.

W8-B-Gone works without me having to do any strenuous exercise!

You simply need to take the capsule and drink plenty of water throughout the day. We recommend six 8-ounce glasses of water per day due to the fact that while the capsule is dislodging fat, the body needs water to eliminate it.



No special diet is required during the treatment period!

I actively discourage it. This is not because I am against the idea of a balanced and reduced diet. But simply due to the fact that if you follow a restrictive diet at the same time you take W8-B-Gone, you could mistakenly believe the weight loss is due to the diet. So, continue to eat as you normally do, and you will observe daily progress in terms of weight loss. In this way you will realize that W8-B-Gone alone is the sole cause of the vanishing fat. It 's the real proof.

W8-B-Gone always works!

I have all the results of tests conducted in Sweden and across Europe on Individuals of both sexes and all ages. All of them automatically lost between 4 and 6 pounds over the 4 days, making an average weight loss of 5 pounds. That is how we can safely claim this figure. It simply corresponds to the facts.

"W8-B-Gone is perfectly safe in terms of health!

Whatever the state of your health, and whatever other treatment you may be taking, you can take W8-B-Gone without any risk whatsoever. W8-B-Gone has only one effect-to dislodge fat deposits. It is advisable to discontinue treatment when you have reached your target weight, as arwise may rou much.



Our introductory supplies of W8-B-Gone are severely limited. You must mail today the enclosed 16-day trial offer before supply runs out. Once supplies are gone, you will have to wait until our lab can produce more.

Mail the enclosed 16-day trial offer TODAY to Begin losing weight with W8-B-Gone

EXHIBIT B

W8-B-Gone | Home

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W8-B-Gone @ 2013 All Rights Reserved Design by: DMI

AL VERIMED & SECURED DEFIEL SECURITY

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https://www.w8-b-gone.com/index.php?option=com_content&view=article&id=3&Itemid=3[10/31/2013 10:23:56 AM]



Contact Information

W8-B-Gone P O Box 3913 Las Vegas, NV 89127

Contact Information: Mrs. Crystal Ewing Phone: 1-800-763-5202 Fax: Email: info@w8-b-gone.com

http://www.w8-b-gone.com

EXHIBIT C

Quick & Easy, the Medically Proven Capsule: "IT'S THE FASTEST, SAFEST WEIGHT-LOSS METHOD."

A single capsule acts for 4 days!

Each Quick & Easy capsule uses a sustained-release formula, based on a method that is well known in the pharmaceutical industry. With Quick & Easy you can be sure that a single capsule is capable of dislodging all localized fat deposits. Up to 5 pounds every four days!

Here's how Quick & Easy works!

Within the Quick & Easy formula are new fat-attacking molecules which literally break down fatty deposits in the body. The fat attacking component of Quick & Easy is balanced with other compounds, to guarantee weight loss of up to 5 pounds every 4 days.

Quick & Easy works without me having to do any strenuous exercise!

You simply need to take the capsule and drink plenty of water throughout the day.We recommend six 8-ounce glasses of water per day due to the fact that while the capsule is dislodging fat, the body needs water to eliminate it.

No special diet is required during the treatment period!

I actively discourage It. This is not because I am against the idea of a balanced and reduced diet. But simply due to the fact that if you follow a restrictive diet at the same time you take **Quick & Easy**, you could mistakenly believe the weight loss is due to the diet. So, continue to eat as you normally do, and you will observe daily progress in terms of weight loss. In this way you will realize that **Quick & Easy** alone is the sole cause of the vanishing fat.It 's the real proof.

Quick & Easy always works!

I have all the results of tests conducted in Sweden and across Europe on individuals of both sexes and all ages. All of them automatically lost between 4 and 6 pounds over the 4 days, making an average weight loss of 5 pounds. That is how we can safely claim this figure. It simply corresponds to the facts.

Quick & Easy is perfectly safe in terms of health!

Whatever the state of your health, and whatever other treatment you may be taking, you can take *Quick & Easy* without any risk whatsoever. *Quick & Easy* has only one effect — to dislodge fat deposits. It is advisable to discontinue treatment when you have reached your target weight, as otherwise you may lose too much.

CONFIDENTIAL

THE MOLECULAR WEIGHT-LOSS FORMULA FROM SWEDEN THAT'S TAKEN EUROPE BY STORM! NOW AVAILABLE IN THE U.S. FOR THE VERY FIRST TIME!

All Natural Weight Loss Supplement



Quick & Easy's high-potency 4-pack lets you lose 20 pounds — that's an incredible 5 pounds per capsule — with no dieting & no strenuous excercise. Each single Quick & Easy capsule is guaranteed to melt away up to 5 pounds of built-up fat every 4 days. You will lose up to 20 pounds in just 16 days! Quick & Easy is a truly exceptional and unequalled product. We guarantee it will have absolutely no negative effects on your health. You will lose weight — GUARANTEED!

to the facts. is fast!

Brantley Juergen

is a well known authority

on weight loss. His

remarkable new formula is

now available in the U.S.

It goes to work the minute you take it. And in just 4 days, you will lose up to 5 pounds. Four capsules, taken at 4-day intervals, will reduce your weight by up to 20 pounds in just 16 days. It's the only way to lose up to 20 pounds in 16 days with absolute certainty.

Quick & Easy is easy to use!

It's uniquely patented sustainedrelease formula continues working around the clock, so you are constantly breaking down and expelling fat. Even while you are asleep! There's no need to diet. Eat whatever you are used to eating. No need for strenuous exercise. Just take 1 capsule every 4 days.

Quick & Easy is safe!

It doesn't use harsh stimulants or appetite suppressors. So there are no harmful side effects. The patented formula known only in Sweden, is designed to attack localized fat deposits, dislodge them, and allow your body to eliminate them naturally. This is why you are advised to take the capsules at 4-day intervals only.

Quick & Easy is proven!

Tests conducted in Europe with individuals of both sexes and all ages prove that virtually all patients who used *Quick & Easy* correctly lost their targeted weight while continuing to eat exactly as they were used to.

Quick & Easy lasts!

After you've reached your desired weight loss, you can keep weight off permanently. At the slightest sign of weight gain, all you need to do is take one capsule — and that's it.

CAUTION ABOUT EXCESSIVE WEIGHT LOSS:

With one pack of *Quick & Easy*, you can lose up to 20 pounds. If you wish to lose more than 20 pounds, you must order 2 packs, resulting in a weight loss of up to 40 pounds. But weight loss of more than 20 pounds can lead to fatigue. We advise you to take a vitamin C supplement if you wish to lose more than 20 pounds. But with weight loss of up to 20 pounds, you will experience no tiredness at all.

Amazing Rapid Fat Meltdown Diet Program with Scientifically Proven Capsule Attacks and Melts Away Years of Built Up Fat and Cellulite.

Quick & Sasy : REVOLUTIONARY PATENTED PROCESS PUTS AN END TO DIETING!

Never before has one high potency capsule had the power to bring about a 5-pound weight loss. Only **Quick & Easy** achieves this. With no dieting – eat as you always have, knowing **Quick & Easy** is at work, "around the clock " attacking the fat in your body. 4 capsules taken at 4-day intervals are all you need to lose up to 20 pounds – Guaranteed! **Quick & Easy** takes weight off automatically whatever the cause of your weight problem by acting directly on fat deposits in muscle areas (belly, thighs, and hips) removing and expelling the fat day after day.

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Guaranteed Results Or Your Money Back!

You risk absolutely nothing when you order. Your decision to try this revolutionary breakthrough weight loss program is backed by a 100%, nostrings-attached, money back guarantee. If after 20 days, you are not fully satisfied by all the weight you have lost, return it and you will get a 100% refund of your purchase price (minus shipping), absolutely guaranteed.

European Health & Beauty Magazines Call It the "Miracle Treatment".

From the Experts' Case Files:

Mrs. Kathy Sorensson: Case No. 21335 "I was tired of diet systems that just didn't work. But your USA Quick & Easy pill brought back faith in my life. I lost a total of 48 pounds in a little over a month! And I ate as I wanted – no special diets or exercise!"

Melissa Petersson: Case No. 11097 "I was so depressed I was about to pay over \$3,000 for surgical fat removal. Then a friend gave me two of your Quick & Easy capsules. I lost over 12 pounds in just 10 days! I forgot about surgery and kept on Quick & Easy. I have lost over 120 pounds and can't thank you enough."

Mary Ann Rogers: Case No. 4589 "As I moved into my mid-40's, my weight shot up to well over 200 pounds. Nothing helped. Neither diets nor exercise. Then I tried Quick & Easy's "4-Pack" and discovered your claim was actually true. I stayed on my regular diet and I lost 14 pounds in just two weeks! I have stayed with Quick & Easy and today I am down to a sensible 120 pounds. I have lost over 80 pounds. Thank you!"

IMPORTANT: Our introductory supplies of *Quick & Easy* are severely limited. YOU MUST MAIL TODAY THE ENCLOSED 16-DAY TRIAL OFFER BEFORE SUPPLY RUNS OUT.

EXHIBIT D

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Europe's All-Time Best Selling Diet Miracle! Now Available in the U.S. for the Very First Time in Limited Supplies Only!

Dear Friend,

Quick & Easy was originally developed in Sweden. A super powerful, high potency molecular formula that removes fat from the system instantly, removing and expelling it naturally over a period of just four days.

Quick & Easy was first introduced exclusively through Edvard Johansson, Sweden's most famous and respected weight-loss specialist.



EDVARD JOHANSSON

News of its amazing effectiveness spread quickly in northern Europe – and soon it was in demand throughout all of the European continent.

It quickly became Sweden's top diet aid – and a leading European magazine, *GoodHealth*, described it simply as: *"The Miraculous Treatment".*

News of this weight-loss miracle capsule soon spread to the luxurious spas of Germany and France. And from there to all the great continental nations making *Quick & Easy* Europe's all-time best-selling weight-loss secret.

Edvard Johansson then decided to make his proprietary formula available in the U.S.

And to assure its freshness and potency, after an exhaustive search, he chose Health & Nutritional Products to be his U.S. distributor. Health & Nutritional Products is famous the world over for their strict ethical standards in producing only pure pharmaceutical-standard "100% natural products".

And to guarantee the power and freshness of this remarkable, high potency formula, Health & Nutritional Products made the decision to only market it straight to the customer on a one-to-one basis.

It will not sit on store shelves and lose 60% to 80% of its power as do some popular health aids and drugs.

This means it is only available by direct order.

(continued on back)

The Enclosed Form Bearing Your Name and Order Number GUARANTEES YOU A FRESH AND IMMEDIATE SUPPLY if You Respond within 10 Days!

1-866-763-3454 CONFIDENTIAL



Naturally the demand for *Quick & Easy* is great – and the supply, because of our high manufacturing standards, is small.

That's why we have included the enclosed *Registered Priority Order Form* bearing your name and your individual order number.

This registered form guarantees you immediate delivery from our fresh and limited stock.lt also guarantees you will be among the very first people in the U.S. privileged to experience the weight-loss miracle capsule of *Quick & Easy!*

Remember **Quick & Easy's** powerful super-molecular formula works on our exclusive "Sustained Release" system.

This means it works continuously in your body - day and night - at work, play or sleep.

And achieves these Clinically Proven results:



Take just one capsule and lose up to 5 pounds in 4 days

Take *another capsule* and in 4 more days lose 5 more pounds (10 pounds total)

Take *a third capsule* and in 4 more days lose 5 more pounds (15 pounds total)

With the convenient **Quick & Easy 4-capsule pack**, you can lose up to 20 pounds in only 16 days!

The entire amazing story of Quick & Easy is presented in detail in the enclosed brochure.

It explains how it works without dieting! You continue to eat your favorite foods. *Quick & Easy* is 100% safe! The astonishing clinical tests prove it really is *"a miracle capsule"*!

This is your chance to experience the satisfaction and the thrill of instant, steady weightloss that only **Quick & Easy** can bring to your life.

For the very first time you now have – at your fingertips – a weight-loss system that's simple and effective – a weight-loss system powered by **Quick & Easy** that you can use confidently for the rest of your life to maintain the weight control you desire. Reap all the wonderful health benefits that proper, scientific weight-control can add to your health and your family's well-being.

Cordially,

James D. Herbertson, ČEO Quick & Easy Division, Health & Nutritional Products

P.S.: Take just a moment now to use your exclusive *Registered Order Form*. You will discover a thrilling new life free from the constant fear of being overweight. You must be 100% satisfied or your money back!

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Case 2:14-cv-00683 Document 1-2 Filed 05/01/14 Page 20 of 20 Europe's All-Time Best Selling Diet Miracle! Now Available in the U.S. for the Very First Time! **NOT AVAILABLE IN STORES! NOT AVAILABLE IN STORES! RISK-FREE TRIAL RESERVATION FORM** RETURN Πů 21 MENT M THE Check Desired Weight Loss Below: IIX PRODUCT DESCRIPTION ITEM PRICE TOTAL GUARANTEED RESULTS 20 LB. WEIGHT LOSS OR YOUR MONEY BACK! 092172 0 \$26.95 \$ 4 Quick & Easy Capsules 40 LB. WEIGHT LOSS \$39.95 092173 0 You risk absolutely nothing when 8 Quick & Easy Capsules SAVE OVER 25% you order. Your decision to try this DEAL 892174 60 LB. WEIGHT LOSS \$45.95 0 revolutionary breakthrough weight 12 Quick & Easy Capsules SAVE OVER 60% loss program is backed by a 100%, 80 LB. WEIGHT LOSS \$54.95 092175 0 16 Quick & Easy Capsules no-strings-attached, money back SAVE OVER 50% guarantee. If after 30 days, you are SHIPPING \$5.90 Please find my payment enclosed: not fully satisfied by all the weight EXPEDITED HANDLING * O Cash O Money Order O Check \$5.00 you have lost, return it and you will (Made payable to Quick & Easy) TOTAL \$ get a 100% refund of your purchase O VISA 0 * IF DESIRED price (minus shipping), absolutely # guaranteed. CVC# Expiration: For Faster Service Phone Toll Free: Signature: 1-866-763-3454 Quick & Easy • PO Box 280, Hurricane, Utah 84737

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