



10176 July Best Benefits DM Round 2

Date Sent: 5.22.2007

Date Due: 6.15.2007

Package: Feel Good Package

- ∞ OE
- ∞ Tip On Card
- ∞ E1 App/Letter
- ∞ E2 App/Letter
- ∞ Buckslip
- ∞ Customer Testimonial Insert
- ∞ BRE

PDF: 10176_FeelGood.pdf

Account Manager: Allison Eubanks

Back Flap

Fold Mark

Bank of America



NC4-105-03-09
PO Box 21848
Greensboro, NC 27420



Front Face

Envelope Size: 9.5" x 4.125"
Window Size: 4.5" x 1.375"
Window Placement: .875" frm LFT & 1" frm BTM

DATED MATERIAL
— PLEASE SEE INSIDE —

BABBO-02701T

Fold Mark

Back Face

BEST BENEFITS

- MEDICAL
- DENTAL
- VISION
- HEARING
- PRESCRIPTIONS
- VITAMINS
- CHIROPRACTIC
- PODIATRY
- ALTERNATIVE CARE
- EXTENDED CARE /
HOME HEALTH CARE
- NURSE HELPLINE

Your Name Here

Sample card: You must sign up to receive your actual card.

Disclosure: This plan is not insurance. The plan provides discounts at certain health care providers of medical services. The plan does not make payments directly to the providers of medical services. The plan member is obligated to pay for all health care services but will receive a discount from those health care providers who have contracted with the discount plan organization. This plan is administered by Coverdell & Company, Inc., or Discount Development Services, LLC, a wholly owned subsidiary, a discount medical plan organization at 8420 W. Bryn Mawr, Suite 700, Chicago, IL 60631, 1.866.952.5200. There is no charge for the first 30 days. You have the right to cancel this plan within 30 days of the effective date and you will not be charged the monthly membership fee due thereafter. After the first 30 days, you can cancel at any time for any reason and you will no longer be billed.

- **PRESCRIPTIONS** — save on generic and brand name drugs at participating pharmacies, including items some plans may not cover
- **HEARING CARE** — save on hearing tests, hearing aids and maintenance at participating providers
- **PATIENT ADVOCATE** — make one call for help in locating providers, scheduling appointments and confirming your discounted services or rates
- **PERSONALIZED FITNESS AND WELLNESS PLAN** — a customized plan addressing nutrition, fitness and overall wellness. Online tools help motivate you to achieve your personal goals, including unlimited access to a personal coach who can assist you.
- **PLUS CHIROPRACTIC, PODIATRY AND MORE...**

Please **SEND NO MONEY with your Activation Form**. Remember, there is no charge for the first 30 days. After your free 30-day trial, Best Benefits is only \$19.95 per month for your entire family. If you decide to continue after the 30-day trial, the \$19.95 membership fee will be automatically debited from your Bank of America checking account each month to ensure continuous service. If you don't want to continue, that's okay. Simply call the Best Benefits toll-free customer service number below to cancel during the first 30 days — you will have paid nothing and owe nothing.

Be sure to use as many of the benefits as you can in the first 30 days to see for yourself how valuable this program can be. Even after the 30-day free trial, if you're not satisfied simply call customer service toll-free to cancel and you will no longer be billed.

You may access your benefits as soon as you receive your membership kit. This program is not provided or administered by Bank of America. If you have questions, please be sure to call the Best Benefits customer service toll-free number at 1.866.952.5200, weekdays from 7:00 a.m. to 7:00 p.m. Central Time.

Sincerely,



Glenda M. McBride
Officer, Bank of America, N.A.

P.S. Rising healthcare costs are a serious concern. This discount program can help reduce out-of-pocket expenses. Activate your membership now and you'll receive your first 30 days free of charge (a \$19.95 value).

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- **ALTERNATIVE CARE** — includes massage therapy, yoga, nutritionists and much more at participating providers
- **PRESCRIPTIONS** — save on generic and brand name drugs at participating pharmacies, including items some plans may not cover
- **HEARING CARE** — save on hearing tests, hearing aids and maintenance at participating providers
- **PATIENT ADVOCATE** — make one call for help in locating providers, scheduling appointments and confirming your discounted services or rates
- **PERSONALIZED FITNESS AND WELLNESS PLAN** — a customized plan addressing nutrition, fitness and overall wellness. Online tools help motivate you to achieve your personal goals, including unlimited access to a personal coach who can assist you.
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If you have already responded, please disregard this reminder. Your Activation Form is being processed, and your membership kit will be sent to you shortly.

This is your final notice of this activation period.

You will not receive another notice
before the response date shown on
the Activation Form.

Please sign and mail your completed
form today to take advantage of the
30-day free trial. This opportunity may
not be available again this year.

XXXMI-10602

We believe in our product. Here's what employees of Best Benefits' Plan Administrator have to say:

**25% off
LASIK**

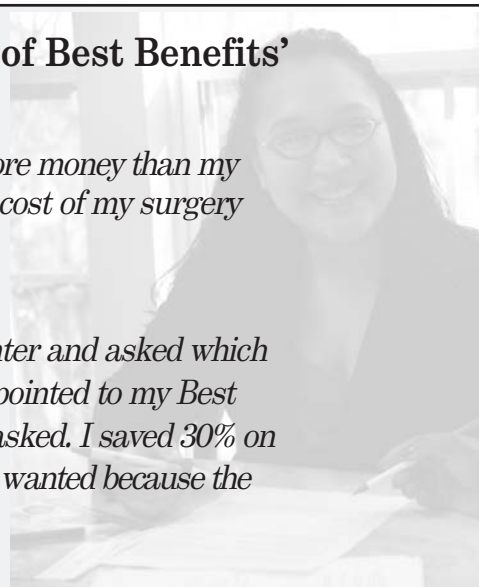
"Even though I have vision insurance, Best Benefits saved me more money than my insurance would have on LASIK eye surgery! I saved 25% off the cost of my surgery and would recommend Best Benefits to anyone!"

-- Robyn Melhuish (Gainesville, GA)

**30% off
frames
and
lenses**

"I showed my insurance and Best Benefits cards to my vision center and asked which would give me the best deal on my exam. Without hesitation they pointed to my Best Benefits card. I saved 10% on the cost of the exam - no questions asked. I saved 30% on my new frames and lenses and was able to get the glasses I really wanted because the discount I got with Best Benefits put the cost within my budget."

-- Rhonda Reno (Decatur, GA)



BABBI-02701

**50% off
contact
lenses**

"I've used Best Benefits to save 50% on my contact lenses. It's so easy to order, customer service is super-friendly and I love not having to spend a fortune on lenses. I can't wait to start using other discounts!"

-- Amanda Weaver (Atlanta, GA)

**\$25 off
antibiotics**

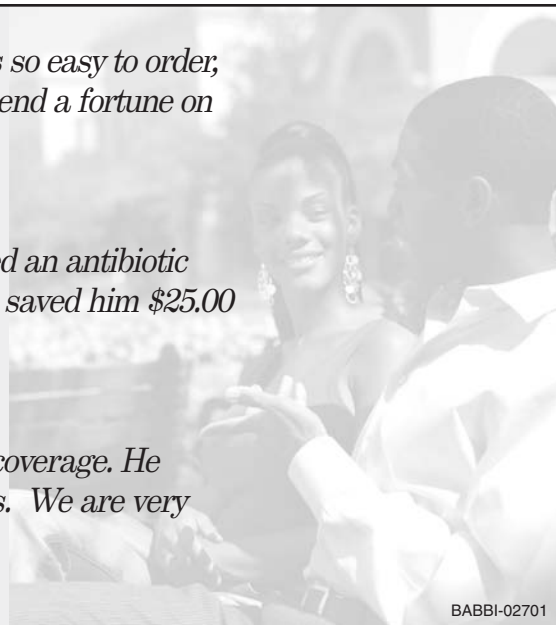
"My son has insurance through his school; however, he needed an antibiotic that was not covered under that plan. The Best Benefits card saved him \$25.00 on his medication. The program is excellent!"

-- Annette Nichols (Chicago, IL)

**\$70 off
without
insurance**

"My boyfriend had a broken finger and had no prescription coverage. He needed two medications and saved \$70.00 on his medications. We are very pleased with the savings Best Benefits provides!"

-- Amaris Roman (Chicago, IL)



BABBI-02701

**PROCESS
IMMEDIATELY**



**NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES**

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 90745 CHICAGO, IL

POSTAGE WILL BE PAID BY ADDRESSEE

PLAN ADMINISTRATOR
8420 W BRYN MAWR SUITE 700
CHICAGO IL 60631-9874



XXDDRE-08502

3 7/8"

3 1/2"

8 7/8"