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Date: 10/17/2013 6:35:10 PM

Subject: Draft language for CSID product

Attachments: Newspaper Ads Text 10 17 13 revised 5 44 PM.docx

Katherine:

Thanks for speaking with us and sorry for keeping you late. I am attaching some language that we think will work – it's in yellow. I am sending the print ad that will appear in newspapers. Chrystal had already combined the business and individual ads into 1. Let us know what you think. I'll get you the numbers on the letters/emails in the morning.

Milton

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