

Welcome



Daniel Kennedy
CEO Oasis of Hope Health Group

Dear Daniel,

This email is a follow-up to the communication sent to you on June 4th. There were action items and I would like to review them with you.

We committed to create an E-Magazine for Oasis of Hope Rewards Program. We proudly introduce you to our new CyberCoupons Member E-Magazine. With your approval, this will be the model for the new Oasis of Hope E-Magazine. If you approve the concept, we will publish on your behalf. It will reflect similar feature articles as well as have similar functionality. Our team is enthusiastic about this project as feedback thus far has been tremendously positive.

To learn more about the magazine and feature articles, click on the titles below and you will be taken directly to the Web Site.

EMAGAZINE

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Oasis of Hope is our passion and our mission is to showcase it in the most favorable and positive light. There are a number of articles in the magazine that I'm certain you will both enjoy and appreciate.

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We are also including in our E-Magazine information about your [home care treatment program and follow-up](#), [home treatment planning](#), and significant nutraceuticals needed for optimal health. Most importantly, you can purchase these nutraceuticals through our [ShopCyberCoupons.com](#). Our pricing will be attractive as it will not exceed a 15% profit margin.

PAGE-FLIPPER

We are currently developing a "page flipper" feature that will enhance the member experience with our E-Magazine to be compatible with the iPhone, Android phones, Android devices and Windows phones and tablets. We will provide an update to you when implemented.

DEMOGRAPHICS

The CyberCoupons E-Magazine is released quarterly. The target audience is the household with over \$100,000 in annual income, as this is Costco's demographic as well. The Magazine's objective is to enlighten CyberCoupons members on multiple topics such as health related issues, saving opportunities, as well as other high quality feature stories that touch lives.

The demographic we are targeting is the same type of consumer that Costco targets.... high end consumers with a household income that exceeds \$100,000 per year. The overall CyberCoupons program is modeled after the Costco business model. Costco earns significant revenue from membership fees from their 67 million members rather than with the 15% gross margins from the products they sell. The membership concept is of the utmost importance. First, membership provides a way to pre-select the demographics of our customer base. Second, dealing exclusively with selected groups makes it possible to communicate with our members effectively. Instead of communicating with the whole world, we can communicate one-on-one with the members we want to reach.

MERCHANTS

Our objective is to match up the correct merchants to our member base. We screen out the undesirable merchants that are not a good match to ensure quality goods, services, and member satisfaction. Throughout the E-Magazine you will find banner ads from select merchants that will provide our members with local discounts such as medical products, savings at restaurants, spas, stores, and special events. We focus on the best local businesses to offer our members great deals at incredible prices. You will find direct banner ads with Whole Foods, Trader Joes, Marlene's Market and other high end merchants, to just name a few.

One more exiting program we would like to implement for you, upon your approval, is a postcard we would send to our 10,000 members. The postcard highlights Oasis of Hope and offers a complementary phone consultation, medical review, and 3 day stay at Oasis of Hope hospital.

Kim and I will be in Mexico mid July. We would like to take that opportunity to present to you how we will integrate the rewards model for purchasing food, earning points, and redeeming points at our online marketplaces. We can discuss in greater detail when the date has been determined.

As always, we are available to you to answer question or provide additional information. We look forward to seeing you in July. Thank you again!

With Kind Regards,

John Schoof, Executive Publisher
CyberCoupons Magazine