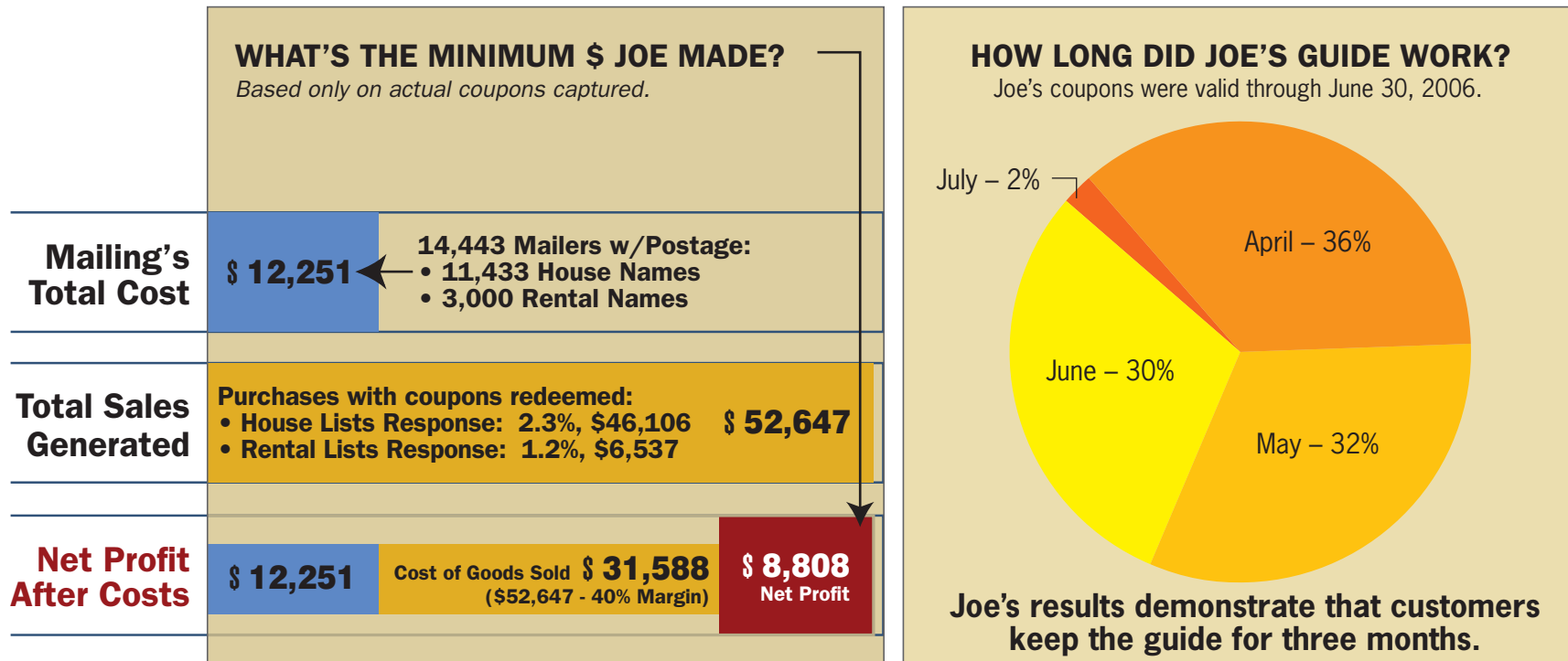




## The Catalyst Outdoor Guide Is Profitable Advertising Case Study: Black Creek Outfitters, Jacksonville, Florida

Tabulated via POS system by Joe Butler, Jr., Owner, based on sales with redemption of coupons in his Spring 2006 Outdoor Guide mailer.



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