

Tab 43

From: Kpconklin@aol.com
Sent: Tuesday, May 08, 2001 5:35 PM
To: bobc@prosourceonline.com
Cc: Bobcytopro@aol.com
Subject: yo

Yo,
Just a few things I wanted to email so I didn't forget.

Xenadrine VNR- Armstrong wasn't being cooperative as far as interviews or locating test subjects. I finally talked him into giving a one-liner off camera that can be worked into the VNR as a quote from the author. We can then include interviews from Zig, Kalman and or Colker. Zig can use the angle that he has reviewed several studies and this one kicks ass (you get the point). Colker and Kalman can use the angle that this study yielded significant results and further supports the findings of their study for safety and efficacy. We can also try to include an interview or statement from the author of the journal. We should probably include something about the 3 other studies underway to support the safety / efficacy aspects (Kent, Miami, Winona). I have a copy of the proposal from Aker Partners for the VNR and other media outreach. At this point I have everything ready to go. They have all contact info. for the people and I have everyone available for interviews and even talked b-roll with them and sent them product. The only thing I need you to do is press the button. The total for this project is \$20,000 for a fixed fee, VNR \$10,000, Audio News Release \$5,000, Print article distribution \$5,000, News release distribution \$2,000 and media contact expenses \$2,000. Total is approximately \$44,000 + misc. out-of-pocket expenses. (I suggest we fly Kalman and Zig in for the interview. It would be cheaper than sending a crew to them.) I think they are offering more for less here if I recall correctly.

I will have the Xenadrine and placebo on Thursday for the Miami project. I will overnight it to Kalman. I ordered extra to supply new candidates in the event of dropouts. Zig called Kalman today and they are in harmony with Kalmans ideas. The echo. is the way to go apparently due to the accuracy and thoroughness of the test. Those Utah scumbags can't challenge that test nor can sue crazy attorneys for the safety aspect.

The abstract for the EMU study is being published in a printed journal (Medicine & Science in Sports & Exercise) in the May issue. I have a copy of it (I gave it to you some time ago) if you don't have it.

Scott Johnson will be here on Friday with Madonna. He called today and said that GNC called him wanting to know what was going on with us in the magazine. He said they wanted to know if we would be running ads to help them sell product in their stores. I told him that we have new commercials out there that are driving customers into their stores so they have nothing to worry about. He said that he told them that he and I spoke yesterday and it seems like things are getting better and he called me to see if he interpreted it properly. I told him that it is far from over and everything depends on what we come up with when they get here Friday. He asked about July issue of Physical with ads I told him that for now we will do a pick up from June but I didn't talk to you yet and I'm not sure if you will go for it. We can change that if necessary. They will be adding pages for us to do this. He wanted to know what he should tell GNC and I told him to tell them that this is temporary until things are resolved. I don't know if he is bluffing or really starting to get heat from GNC for not resolving this immediately. That is why I told him that they shouldn't worry we have the commercial out there if all else with Basic fails. Anyway, should I charge up for this meeting? You know what I mean.

I have a revised proposal for Kent. Grand total with the additional safety tests, A/C, power steering and cruise control is \$23,050. I'll show it to you when you come in.
Hope you feel better.

For now, O&O

K