

Closed for the Holiday:

Thanksgiving	Nov. 25-26 2010
Christmas	Dec 24&27, 2010
New Years	Dec 31, 2010

TARGETLEADS Employee Directory

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Accounting or General Inquiries	sales@targetleads.com	305

Phone #: 800-723-5254 or 972-722-8356 ● Fax #: 972-722-2187

Email: sales@targetleads.com

Web-site: www.targetleads.com

Earn FREE Leads through December 15th!

LEAD MAILINGS

For every 1,000 names you pay to mail on our snap out computer forms, we will mail an extra 100 names at no additional charge! For example, you pay for 5,000 to mail, we mail 5,500! More names mailed equates to more responses which in turn leads to more sales for you!

CONSUMER PROSPECTING LISTS

For every 1,000 consumer names you purchase on a list, you earn an additional 200 names for free. For example, pay for 3,000 names on a list and receive 3,600 names!

This offer expires December 15 2010

Call (800)723-5254 or email sales@targetleads.com today for more info!!

This special can only be used with our regular prices and cannot be combined with any other discount offer. This does not apply to our CA or IN LTC Partnership mailings or any other specialty mailings. It also only applies to consumer prospect lists and not business lists, agent lists or other specialty lists.

Reminder for Holiday Lead Orders

We will be accepting orders between Thanksgiving and Christmas from customers who want to reserve their areas but don't want them to be dropped until the week after Christmas. This is the only time of the year we will allow the reservation of names in our 90 day file for our generic leads on snap out form mailers. If you DO want us to hold your mailing and drop it after Christmas, you MUST place your order NO LATER than Monday, December 15, 2010. Orders placed after that cannot be guaranteed to mail by the week after Christmas due to the abundance of orders we receive for post-Christmas mailings. Please be sure and specify to your account representative when you call in your orders if you want them to mail immediately or if they should be held and dropped after Christmas.

****PLEASE NOTE**** Our 90 day protection takes affect the day you place the order, NOT the day it mails.

CAPLTC and INLTCP Clients - Check with account executive for zipcode availability

From the Desk of Sales Manager Michelle Bardin...

Dear Clients:

We enjoyed meeting so many of you at some of the recent shows we exhibited at during 2010. The Senior Market Expo in Las Vegas is always fun and the sessions are very informative. I loved having the opportunity to meet our clients face to face and hear from you on how we are doing. Your feedback is extremely important to us!

The Medicare Supplement conference in Scottsdale AZ was a huge success I think. They had so many more attendees than expected this year. Everyone I spoke to said they found the medicare supplement focused sessions to be extremely informative and felt the conference had been beneficial to them. Our vice president, Richard Bufkin, and I both enjoyed getting to meet so many of our clients at this conference. Richard was a guest presenter for one of the sessions as well.

In 2011, we will be at the Long Term Care Forum which will be April 3rd-5th in Las Vegas at the newly remodeled Tropicana Hotel and Casino (www.aaltci.org). In August, we will be at the Senior Market Expo on the 24th through the 26th in Las Vegas at the Mandalay Bay Resort and Casino. (www.seniormarketexpo.com). And we will be at the Medicare Supplement conference again but that date and venue have not been set yet (www.medicaresupp.org).

We hope to see many of you out there again in 2011!

Michelle D Bardin

National LTCi Sales Summit Savings Deadline & Offer

This is one event you don't want to miss ... and a special offer just from TargetLeads.

The Long-Term Care Insurance Producers Summit is the largest industry conference exclusively focused on the sale and marketing of LTC insurance. It's only held every 18 months with the next Summit April 3-5, 2011 at the Tropicana Hotel in Las Vegas. Hundreds of agents attend (most sell little LTCi but they want to learn how to be successful). We will be there to showcase the latest in direct mail and lead generation. But that's just one of over 25 sessions ranging all focused on the sales and marketing of LTC solutions.

Early registration (\$279 for AALTCI members; \$328 for non-members) ends January 7, 2011.

Sign Up Before November 19 and write "Target Leads" on your Registration Form. The Association will send you (Free) a great presentation on generating a FREE GOOGLE PRESENCE. It's an hour-long program packed with great do-it-yourself information and an exclusive offer.

Click on this link now for Summit information:

<http://www.aaltci.org/2011summit> or call the Association at (818) 597-3227 for details.

UPDATE ON PENDING POSTAGE RATE INCREASE

Story from WashingtonPost.com

Postal regulators denied requests by the U.S. Postal Service to raise postage rates in January beyond the rate of inflation, ruling that the mail agency's recent financial woes were caused by a flawed business model and not the recent recession.

The decision means a rise in stamp prices and other postage rates will not take effect in January as the Postal Service had hoped - at least not yet.

In July, it requested the right to raise postage rates on first-class mail, periodicals and other services beyond the rate of inflation. A 2006 law allows the service to file an exigent, or urgently necessary, case to raise prices that much if it can prove that "exceptional or extraordinary circumstances" warranted the increase.

Although the recession and recent declines in the volume of mail are "exceptional or extraordinary circumstances" that could justify a price increase, the Postal Service's long-term structural problems have caused recent budget shortfalls, the Postal Regulatory Commission said in its first ruling on an exigent case.

Regulators said, however, that the Postal Service could file another exigent case to raise rates, using different arguments.

"The Postal Service didn't make the case, didn't make the connection between the problems they suffered during the recession and the revenue they were requesting," the commission's chairman, Ruth Y. Goldway, said in an interview. The request seemed more part of the mail agency's 10-year business plan

than one prompted by an emergency, she said. Thursday's ruling came the day before the Postal Service is set to announce billions of dollars in losses in fiscal 2010 amid declining mail volume. It ends fiscal 2010 with about \$2 billion in cash and available credit, said Postmaster General John E. Potter, who expressed disappointment with the regulators' decision.

"Clearly, the Postal Service is a viable business," Potter said. But he added that legislative constraints on the mail agency are hampering its ability to operate efficiently and profitably.

Potter is lobbying lawmakers for the flexibility to close unprofitable post offices and set delivery routes and pricing without seeking congressional approval. Senate Democrats unveiled a bill last week supported by Potter that might come up for consideration in Congress's lame-duck session, aides said. But Republicans oppose most of the proposals and are expected to introduce competing legislation soon.

Business leaders cheered Thursday's ruling.

The Affordable Mail Alliance, a coalition of major mail customers, was organized after the service proposed the rate increase. Its spokesman, Tony Conway, said Thursday's decision "has helped countless businesses stay competitive and saved tens of thousands of jobs."

"The commissioners recognized that imposing an additional tax on Postal Service customers is not the way to address its financial troubles," Conway said

ONLINE SERVICES

Don't forget!

Visit our website at www.targetleads.com for monthly specials (under "Promos"), to view scanned images of your leads, to run your own counts, check your response rates, or for answers to many of the frequently asked questions. If you don't see what you are looking for, you can chat online with one of our sales reps for immediate assistance or email sales@targetleads.com.