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CASH PRIZE NOTIFICATION

If you have and return the grand prize winning entry in time, you are guaranteed to receive this notice:

VARIABLE EXTRALONGNAME HAS WON \$833,337.00 IN CASH, AND THIS OFFICE HAS BEEN AUTHORIZED BY OUR SWEEPSTAKES JUDGES TO ISSUE YOU PAYMENT OF YOUR PRIZE MONEY IN ONE LUMP SUM!

And, if you have and return the winning entry in time, the status of our major sweepstakes prize winners will read as shown below:

1	\$833,337.00 WINNER: V. EXTRALONGNAME	PRIZE STATUS: CASH TRANSFER PENDING
2	\$100,000.00 WINNER: JAMES FULLER	PRIZE STATUS: CASH TRANSFER COMPLETED
3	\$100,000.00 WINNER: SAMUEL OTTO	PRIZE STATUS: CASH TRANSFER COMPLETED

VARIABLE EXTRALONGNAME IS HEREBY INSTRUCTED TO DESIGNATE A PREFERRED METHOD OF PAYMENT WITHIN 10 BUSINESS DAYS!



PROCEDURE FOR DESIGNATION OF PREFERRED PAYMENT OF METHOD:

- 1) Select the seal at left which corresponds to the method of payment you'd prefer and affix it to the appropriate space on the entry document below.
- 2) Verify the mailing address on the entry document. (If it is incorrect or has recently changed, complete the address correction blank provided.)
- 3) Detach and mail the entry document in one of the envelopes enclosed immediately. **WE MUST HEAR FROM YOU WITHIN 10 BUSINESS DAYS!**

WARNING: Failure to properly designate a preferred method of payment according to the procedure outlined above will result in **FORFEITURE OF PRIZE ELIGIBILITY** on the part of the Registrant for the amount specified.

REGISTRANT'S ADDRESS:

VARIABLE EXTRALONGNAME
 VARIABLE SECOND LINE
 VARIABLE STREET ADDRESS
 VARIABLE CITY, ST 00000-0000
 |||||

PRIZE CLAIM NUMBER:

00000000

AUTHORIZATION DATE:

MONTH XX, 1997

CASE ASSIGNED BY:

E. MATTHEWS, SWEEPSTAKES DIR.

If you have and return the grand prize winning entry in time, you are guaranteed to receive this notice:

OUR LATEST SWEEPSTAKES RESULTS HAVE BEEN DECLARED FINAL, AND VARIABLE EXTRALONGNAME OF VARIABLE CITY, STATE IS NOW OFFICIALLY ON RECORD AS OUR BIG \$833,337.00 WINNER!

Dear Variable Extralongname:

Your name was forwarded to this office by our Director of Sweepstakes with instructions to contact you regarding the disbursement method of our latest grand prize, a cash amount of \$833,337.00. You will be pleased to learn that we have been authorized to make payment of the entire \$833,337.00 in one lump sum, which will constitute one of the largest cash payments ever made to anyone in one of our sweepstakes. But, as you can well imagine, the completion of such an enormous cash transaction requires some preparation. To be specific, we will need to know whether to 1) Arrange for a direct wire transfer of funds to a banking facility, or 2) Issue a certified check via registered return mail. And we have been instructed to give Variable Extralongname 10 days, and 10 days ONLY, to choose the seal above which corresponds to the payment method you'd prefer.

Therefore, I strongly urge you to turn your prompt and full attention to the two seals above, and to make your election IMMEDIATELY! All we ask is that you affix one of these two seals to the entry document below and return it to us as soon as you possibly can. Because if you respond in time and you have the grand prize winning entry,

VARIABLE EXTRALONGNAME IS POSITIVELY GUARANTEED TO RECEIVE PAYMENT OF THE \$833,337.00 GRAND PRIZE BY WHICHEVER METHOD YOU DESIGNATE TODAY!

Time is of the essence, Variable Extralongname. The 10-day time period allotted to you to respond to this notice will NOT be waived under ANY circumstances! Should you fail to act in time you will forfeit any and all claims to the \$833,337.00; and then, we will be required to direct payment of the prize to someone else -- even if you have the grand prize winning entry! Because the prize is unconditionally guaranteed to be awarded whether we hear from Variable Extralongname in time or not! So you be wise to respond right now. Simply affix the seal that corresponds to the payment method of your choice to the entry document below, and mail it in one of the enclosed envelopes within the next 10 business days! Because if you have and return the grand prize winning entry, you are guaranteed to receive notice that

THE EXTRALONGNAME \$833,337.00 IS NOW ON DEPOSIT IN OUR BANK ACCOUNT, AND WE STAND READY TO ISSUE FULL PAYMENT TO YOU UPON YOUR INSTRUCTIONS!

And shortly thereafter, the entire \$833,337.00 would be in YOUR bank account! And one thing's for sure, Variable Extralongname, NOTHING feels better than money in the bank -- except having even MORE money in the bank! But with \$833,337.00 in cash neatly stashed away, the truth is that Variable Extralongname probably wouldn't even need any more money! In fact, if you earned only 5% interest on the money, the \$833,337.00 would provide you with an income of \$800.00 per week -- that's equivalent to an annual salary of over \$40,000.00! But then again, you might have other plans for the \$833,337.00 -- like seeing just how much fun you could have SPENDING it! And there's no doubt that Variable Extralongname could have lots and lots of fun for a long, long time with \$833,337.00! Because no matter now you look at it, \$833,337.00 is an enormous amount of money -- even more so when you consider that you'd be receiving it in one gigantic cash windfall! That's why it's URGENT that you respond to this notice within the next 10 days! In fact, you'd be wise to respond even SOONER! Here's why:

(Over, please)

IMPORTANT: DETACH THIS FORM AND MAIL IT IN ONE OF THE ENCLOSED ENVELOPES AT ONCE.

OFFICIAL ENTRY/PRIZE PAYMENT DESIGNATION FORM

AFFIX WIRE TRANSFER OR CERTIFIED CHECK SEAL HERE

PRIZE CLAIM NO.:
 00000000

If you do NOT wish to receive your FREE GIFT and TIME at BIG SAVINGS, but still wish to enter the sweepstakes, check here and mail this entry in the NO envelope. Do NOT affix FREE GIFT seal.

I, VARIABLE EXTRALONGNAME, do hereby designate the method by which I would prefer to be paid the \$833,337 grand prize by affix the appropriate seal at left. Enter me in the sweepstakes, and notify me at once if I am awarded a prize.



To receive your FREE TIME LUMINOUS WATCH II and a year of TIME, attach the FREE GIFT seal at left and mail this document in the YES envelope within the next 5 business days!

422 915 4121 TDCLAC1 DK81UB79
 VARIABLE EXTRALONGNAME
 VARIABLE SECOND LINE
 VARIABLE STREET ADDRESS
 VARIABLE CITY, ST 00000-0000

◀ If the address at left is incorrect, print changes below:
 Name: _____
 Address/Apt #: _____
 City/State/Zip: _____



& FREE GIFT/TIME ORDER FORM



URGENT:
YOU MUST REPLY WITHIN 5
DAYS TO RECEIVE YOUR FREE GIFT!



YOURS FREE

just for trying TIME magazine now ...

The TIME Luminous Watch

At the touch of a button, the pearl-white face of the TIME Luminous Watch lights up to make telling the time easy when it's dark. But this is a timepiece you'll enjoy wearing just as much in daylight, because it's both superbly designed AND supremely accurate, with a precise quartz-driven movement that could make it the most accurate watch you will ever own! It's perfect for keeping track of time at the cinema, the theater, in restaurants -- even in the car! The fully adjustable wrist-band is lined with richly textured black leather that is both comfortable to wear and elegant. And it's crisply detailed dial features delicately tapered hour and minute hands, a seconds hand, and classic numerals that are easy to read. And though it may seem incredible, the TIME Luminous Watch is yours ABSOLUTELY FREE -- just for trying TIME magazine NOW! So don't miss out. Say "YES" to TIME today!



IMPORTANT: TO RECEIVE YOUR FREE TIME LUMINOUS WATCH, AFFIX THIS SEAL TO THE APPROPRIATE SPACE ON THE FRONT OF YOUR ENTRY, AND MAIL IT IN THE "YES" ENVELOPE WITHIN THE NEXT 5 BUSINESS DAYS!

YOU'LL BE ELIGIBLE FOR A CASH BONUS AWARD -- BUT ONLY IF YOU RESPOND WITHIN THE NEXT 5 DAYS, INSTEAD OF 10!

We are anxious to hear from you as soon as possible. So in addition to the \$833,337.00 grand prize, you will ALSO be eligible to win a secret cash bonus award if you act quickly and return the entry document below within 5 DAYS! We know from prior experience that the amount of cash involved could be quite substantial -- perhaps \$25,000.00, or \$50,000.00, or even as much as \$100,000.00! And, you can find out EXACTLY how much money has been allocated for this purpose right now: Simply use the edge of a coin to remove the gold bar that appears on the BONUS AWARD NOTIFICATION on your entry below. Then be sure to mail it in one of the official sweepstakes envelopes as soon as you can! Because if you fail to act in time, your entry will be disqualified from bonus award eligibility -- no matter how much money has been allocated!

And there's one more reason to respond within 5 days instead of 10: You'll be able to take advantage of an incredible opportunity to try TIME magazine! Of course, no purchase is necessary to enter the sweepstakes. But if you've EVER wanted to try TIME, this is the opportunity you've been waiting for! Because THIS may be the most exciting offer we've ever made to anyone! To begin with,

YOU'LL RECEIVE THE ELEGANT TIME LUMINOUS WRISTWATCH IF YOU ACT WITHIN THE NEXT 5 DAYS!

A good wrist watch is very hard to find. That's why we're especially pleased to be able to offer you such a splendid timepiece as a FREE GIFT! You'll surely be impressed with how handsomely designed -- and well made -- the TIME LUMINOUS WRISTWATCH is the moment you receive it! But there's much more to the TIME LUMINOUS WRISTWATCH than good looks. It's also reliable, with an advanced precision-quartz movement you can count on for accuracy! But the most striking thing about this watch has to do with its name. Because at the touch of a button, its elegant pearl-white face lights up with a soft blue luminous glow that allows you to see the time in the darkest of settings. It's the perfect companion for the movies, the theater, or evening walks. And though you might pay dearly for such a fine watch as this at your local jeweler, the TIME LUMINOUS WATCH is yours ABSOLUTELY FREE -- exclusively from TIME -- just for agreeing to try TIME magazine within the next 5 days! But that's not all! Because when we said this could be our most exciting offer ever, we MEANT it! So in addition to this valuable FREE GIFT,

YOU'LL ALSO RECEIVE TIME AT ALMOST 74% OFF THE COVER PRICE!

And you'll enjoy these incredible savings along with the great convenience of FREE HOME DELIVERY! And that makes THREE very good reasons why right now is the best time to try TIME ever! But there's one more reason. And it happens to be the most important one of all: Quite simply, you NEED TIME more than ever! To find out all the latest advances in health, medicine, and nutrition. To know what's happening in science, business, politics, art and entertainment. To get ALL the news you need to keep pace with our rapidly changing world. And you'll understand it better than ever through TIME's award-winning reports and photography. In fact, TIME has won more awards than ANY other news magazine. And if you act within 5 days, you can have TIME delivered right to your doorstep at almost 74% savings, AND get the TIME LUMINOUS WRISTWATCH as a FREE GIFT! And remember, if you hold the grand prize winning entry,

WE ARE AUTHORIZED TO PAY YOU \$833,337.00 IN ONE LUMP SUM, BUT ONLY IF YOU RESPOND TO THIS NOTICE IN TIME!

So be absolutely sure to designate the how you would like the transaction to take place -- and be certain to respond within the next 10 business days! Affix either the WIRE TRANSFER SEAL, or the CERTIFIED CHECK SEAL to the entry document below, and mail it back to us IMMEDIATELY! Because if 10 days pass and you have yet to respond to this notice, we will have no choice but to direct payment of the prize money to someone else -- even if you have the grand prize winning entry! Please do not delay! \$833,337.00 is at stake. The prize is unconditionally guaranteed to be awarded. And we're waiting to hear from your NOW!

Someone's Signature

Someone's Name
Appointed Prize Administration Officer

BONUS AWARD NOTIFICATION:

By order of the Director of Sweepstakes, you will be eligible to win a Cash Bonus Award if, and ONLY if, you respond to this notice within the next 5 days. To determine the size of the Cash Bonus Award which applies, remove the gold bar below.

YOUR CASH BONUS AMOUNT IS:



(USE THE EDGE OF A COIN TO REMOVE GOLD BAR ABOVE.)



NOW is the BEST time to try TIME ever because ...

- You'll get a great FREE GIFT: the TIME Luminous Watch !!!
- You'll save an incredible 74% off TIME's cover price!
- You'll get TIME'S rock-solid Money-Back Guarantee!

So be sure to affix the FREE GIFT seal to the front of this form and mail it in the enclosed YES envelope within 5 days.

TIME'S Unconditional Money-Back Guarantee

If at any time, for any reason at all, you are EVER less than 100% satisfied with TIME magazine, just let us know and we'll send you a prompt refund for all unmailed issues -- no questions asked!

IMPORTANT: DETACH THIS FORM AND MAIL IT IN ONE OF THE ENCLOSED ENVELOPES AT ONCE.
REMOVE THIS STUB BEFORE INSERTING INTO ENVELOPE.