

Flip-It Frisbees Newsletter Headline Schedule

All fonts upper/lower case, left justified (except as noted)

Kicker/Eyelash - 14 pt Helvetica Italic Underscored

Focus on Flip-It

Headline 1 - 36/40 point Helvetica Bold

Flip-It Tops Sales Goal!

Headline 2 - 24/26 point Helvetica Bold

Company Announces Quarterly Earnings

Headline 3--Subhead/Deck - 16/18 point Helvetica Regular

Shares Double in Value in 6 Months

Drop Initial Cap - 30 point Palatino Bold

F

Body Copy - 11/12 Palatino

Flip-It Frisbees earned \$2.36 a share for the second quarter of 1999, compared to \$2.23 a share for the comparable year-ago period.

Body Subheads -- 12/13 Palatino Bold Centered

Major Growth Expected

Caption Slug - 10/11 point Helvetica Condensed Bold
Caption Copy - 10/11 point Helvetica Condensed

SALES SOAR -- With worldwide sales exceeding all prior periods, Flip-It Frisbees were introduced in such far-away places as Malaysia and Myanmar.

Pull-out Quote -- 24/26 point Shannon

" I just love to
Flip-It to my
dog on weekends"
