

Welcome to the Outlook Health Affiliate Program. We appreciate your active participation and look forward to working with you toward mutual profitability. This marketing manual will provide you with the tools you need to run an effective campaign. We will introduce you to our consumers and our company. We will walk you through each of our products; provide you with suggested keywords and target cost ceilings; and get you started with some areas of opportunity.

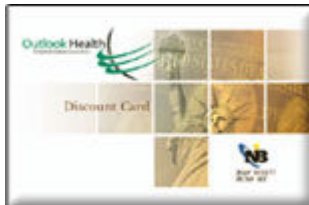
ABOUT US

Outlook Health is a national provider of discount benefits packaged together to compile the strongest forms of alternative healthcare available today. Each plan offered through Outlook has been designed to provide the maximum savings obtainable in an alternative healthcare package. Outlook Health members receive a discount card that entitles them to reduced prices at over 400,000 national providers including Aetna Detal, Access, Galaxy Health Network, NBx and more.

In the United States alone, there are an estimated 40 million Americans without any form of healthcare coverage. Rising costs for individual and family insurance plans have prevented the public's ability to afford the protection they need. The Outlook Healthcare Discount Plan provides these individuals with access to pre-negotiated discounts from doctors, hospitals, pharmacies, dentists, specialists and more. Unlike insurance plans, each Outlook Health plan member pays out-of-pocket for their own healthcare services, but at the Outlook Health discounted rate.

OUR PLANS

Outlook Health offers members three options, so the consumer only pays for what they need.



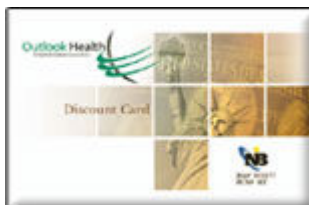
Prescription Drug Plan

The Outlook Prescription Drug Plan includes two avenues for members to receive prescription savings. Each member has access to the largest retail pharmacy chain in the nation, with over 48,000 locations nationwide such as Walgreen's, Eckerd, CVS and more. Prescription plan members also have access to the largest mail order pharmacy. *Commission: \$40 Individual; \$50 Family*



Aetna Dental Discount Plan

This discount dental program offers discounted fees for services performed by dental providers in the network. Members can receive the necessary dental care to keep good oral health while paying reduced fees. General and specialized dentists have agreed to reduce member's dental fees for a payment upon service. *Commission: \$40 Individual; \$50 Family*



Complete Health Discount Plan

The Complete Health Discount Plan provides discounts on the fees and services you would normally pay for. Benefits include savings on physician care, prescriptions, dental and vision, chiropractic, diabetic supplies and much more. Additionally, a single membership covers an entire family. *Commission: \$30 Monthly; \$120 Annual*

CONSUMER DEMOGRAPHIC

Outlook Health discount plans are good for anyone looking to reduce the monthly expense that traditional insurance carries. They can also prove beneficial for anyone with a health impairment that limits or prohibits them from obtaining traditional insurance coverage. The prescription and dental plans are also very good coupled with insurance because many group insurance policies and individual policies do not include these benefits, or have poor or expensive versions of these benefits.

Additional information about the existing clientele

Top States by percentage of members:

CA	12.89%
FL	8.89%
MI	4.00%
NC	4.44%
NJ	3.11%
NY	8.00%
PA	4.89%
TX	10.67%

Gender: 60% Female/ 40% Male

Target ages: 30-65

Average Income: Less than \$32,000/ yr. (Prescription plan varies extremely, no estimated income for this group)

There is also a greater population of minority individuals who are not U.S. citizens signing-up for Outlook Health discount plans, as a social security number is not required for enrollment. You may consider test campaigns using keywords or sites targeted at minorities without citizenship, or with pending citizenship. Outlook Health does offer Spanish-speaking customer care.

COMPLEMENTARY CATEGORIES

Finding new, unexplored advertising niches is often very profitable. In order to do this, think about who might benefit, who might appreciate an Outlook Health discount healthcare plan. Once you identify the consumer, you can extrapolate back and identify strategic placements. For example:

- **College Students**
Many health insurance plans have restrictions on how long a dependent can remain on a family plan. Often times, college students lack full coverage and certainly free-flowing income. Consider advertising Outlook Health on websites or on search terms that are frequented by college students.
- **Start-up Businesses**
Young or fledgling businesses may not yet be ready to for a full health insurance policy. Consider advertising Outlook Health on websites that offer advice and discounted services for small- to medium-sized businesses.
- **Personal Finance**
Savvy budgeters often look for ways to cut costs, and since Outlook Health is in the business of providing discounted health care, the card is certain to appeal to this demographic.
- **Job Hunters**
Most of us have at one point or another received a letter from COBRA. A rather expensive letter from COBRA. The Outlook Health discount plan provides an affordable alternative to traditional insurance.
- **Senior Citizens**
With Medicare going through some complex changes, many seniors are looking for alternatives to cover the Section D “doughnut hole.” The Outlook Health discount plan can be used to cover the gap in Medicare coverage.

MARKETING RESTRICTIONS

This can NOT be marketed as Insurance. If you build a landing page or website, please be sure to include the following copy in your page footer. The sentence, “This is not Insurance,” must be bolded and written in 12pt font. You may link product terms within the disclaimer to the appropriate landing page.

This is not Insurance. Each Outlook Healthcare Discount Plan provide discounts at certain healthcare providers for medical services. The healthcare discount plans do not make payments directly to the providers of medical services. Each plan member is obligated to pay for all healthcare services but will receive a discount from those healthcare providers who have contracted with the discount plan organization. This healthcare discount card program contains a 30 day cancellation period. Discount Medical Plan Organization: Newbn, Inc. 14240 Proton Rd. Dallas, TX. 75244

SUGGESTED COPY

Following are a few examples of advertising copy for use in your campaigns. However, in order to ensure that your ads do not get filtered out by search engines for duplication, mix and match some of the key phrases below, or come up with your own copy. You are also free to adapt any copy found on the Outlook Health website. However, we ask that you refrain from using the www.outlookhealth.com as your display URL. Please use either a variation or your own domain.

Outlook Health Premier site for discount dental, health and prescription plans!	100% Health Savings Plan Guaranteed lowest prices. Join now. No health restrictions.	100% Prescription Plan Guaranteed lowest prices. Join now. No health restrictions.
Health Discount Plan Affordable nationwide health, dental and vision plans.	Health Discount Card Affordable family and individual health, dental and vision plans.	Discount Healthcare Card Discount healthcare program. Over 400k national providers.
Discount Healthcare Card Discount dental, vision, health and prescriptions. No health restrictions.	Affordable Healthcare Program Affordable healthcare for you and your family. Health, dental, vision.	Discount Medical Card Discount dental, vision, health and prescriptions. Individuals and family.

KEYWORD LISTS

The following keyword lists can serve as a starting point for your own portfolio. Words in bold are proven performers. However, you also should experiment with your own distinct variations. One way to expand your own list would be to include geographic information, like "Wisconsin drug discount card." Healthcare regulations are often region specific, so consumers may be searching for state specific information. Additionally, keep abreast of pending legislation, as consumers researching the latest developments in Medicare are likely to fall in the target demographic for Outlook Health. Finally, as with all search campaigns, be sure to capitalize on misspellings and plurals.

Terms to Avoid

In adherence with federal regulation guidelines, please refrain from using the prohibited terms listed below in your copy or campaigns. The suggested alternatives are acceptable.

Prohibited

Covered, coverage
Pre-existing conditions
Deductibles
Co-pays, co-payments
Premium/s
Claim Forms
"Health Plan" (you must you Health Discount Plan or Health Savings Plan)
Cap
Minimum
Waiting Period

Suggested Alternatives

No health restrictions
Easy to Use
Use immediately when you receive your card
No paperwork
Use as many times as needed
Present your card and save
Savings
Health Program
Program

Geographic Barriers

Outlook Health discount plans are not available in South Dakota, Nevada, Oklahoma, or Connecticut at this time. These locations may become available in the future. Please refrain from specifically targeting these regions during your campaigns.

Prescription Plan Keywords

<p>aarp discount drug card aarp prescription drug plan affordable prescription card amnet rx savings card program best prescription drug prices card discount drug prescription senior cheap drug cheap generic insomnia drug cheap prescription cheap prescription medicine cheap prescription plan consumer discount rx costco pharmacy price list costco pharmacy prices discount drug discount drug for senior discount drug program discount online prescription discount pharmacy discount pill rx discount prescription discount prescription Canada discount prescription drug discount prescription drug online discount prescription drug plan discount prescription meds discount prescription plan discount rx drug health prescription free discount drug card free prescription discount card free prescription plan</p>	<p>free prescription plan generic drug generic prescription drug generic prescription generic prescription online low cost prescription mail order pharmacy mail order prescription mail order prescription drug man prescription merck prescription discount program merck prescription drug discount card no prescription medication online prescription pharmacy coupon pharmacy discount program pharmacy system prescription prescription card prescription discount card prescription discount program prescription discount card prescription drug prescription drug assistance prescription drug card prescription drug card plan prescription drug cost prescription drug coverage prescription drug discount card prescription drug information prescription drug insurance coverage prescription drug on line</p>	<p>prescription drug online prescription drug plan prescription drug prices prescription insurance prescription insurance alternative prescription medication prescription medicine prescription plan prescription plans prescription prices prescription rx card prescription savings prescription savings plan rx discount plan rx drug plan rx plan sams club pharmacy united state online pharmacy us pharmacy</p>
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Dental Plan Keywords

<p>aetna dental plan affordable dental plan american dental plan ameriplan dental plan california dental plan card dental discount care dental discount cheap dental plan delta dental plan dental card dental discount card dental discount insurance dental discount plan dental discount plan dental discount program dental fee plan dental health plan dental insurance plan dental plan discount dental plan family dental plan florida dental plan guardian dental plan individual dental insurance plan individual dental plan northeast dental plan peoples dentla plan supplemental dental plan texas dental plan</p>

Complete Health Plan Keywords

<p>affordable health care affordable healthcare affordable healthcare for family health care health care health care discount card health care discount plan health care plan health care plans health discount card health discount plan healthcare healthcare discount card healthcare discount plan healthcare insurance healthcare plan healthcare plans individual health care individual medical coverage low cost health care medical coverage medical discount plans medical insurance coverage medical payments coverage private health care private healthcare short term medical coverage term medical coverage together rx</p>

SAMPLE BANNERS

Following are a few sample banners. Additional banners are available in the ShareASale affiliate interface. Custom banners may be available upon request.

120x240



Prescription Discount Plan
Guaranteed Savings
3 MONTHS FREE

CLICK HERE NOW!

125x125



Prescription Discount Plan
Click Here and receive **3 MONTHS FREE**

CLICK HERE NOW!

Aetna Dental Access
Average of **30%** and up to **50% OFF!**

CLICK HERE NOW!

300x250



OUTLOOK HEALTH
DISCOUNT PRESCRIPTION PLAN

SAVE UP TO 55%...
BRAND NAME AND GENERIC DRUGS

CLICK HERE FOR 3 MONTHS FREE!

120x600



OUTLOOK HEALTH

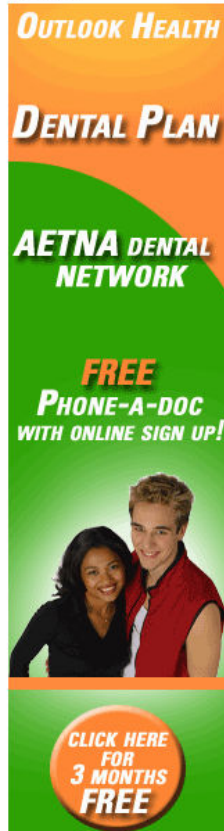
PRESCRIPTION PLAN

FREE
ONLINE PRICE QUOTES ON ALL OF YOUR PRESCRIPTION DRUGS!

SAVE FROM 10-60%
BRAND NAME AND GENERIC DRUGS

CLICK HERE FOR 3 MONTHS FREE

160x600



OUTLOOK HEALTH

DENTAL PLAN

AETNA DENTAL NETWORK

FREE PHONE-A-DOC
WITH ONLINE SIGN UP!

CLICK HERE FOR 3 MONTHS FREE



PRESCRIPTION PLAN

SAVE UP TO 55%...
BRAND NAME AND GENERIC DRUGS

GUARANTEED SAVINGS!

CLICK HERE FOR 3 MONTHS FREE

468x60



DENTAL PLAN

ENROLL NOW FOR 3 MONTHS FREE!

OUTLOOK HEALTH

468x60



PRESCRIPTION PLAN

SAVE UP TO 55%...

OUTLOOK HEALTH

90x30



OUTLOOK HEALTH

100x130



OUTLOOK HEALTH