

Letter Number: **CDFXP27BK**

**Mr. John Sample**  
**123 Main Street**  
**Anytown, US 12345-1234**

**SPECIAL BENEFIT UPDATE FOR 2009**

If you are above age 50, you may qualify for a federal government-provided Funeral Expense Benefit. However, this benefit is **thousands of dollars below the total cost of today's funeral expense.**

**Will you leave that financial burden on your family to pay the difference?**

Thousands of concerned Americans nationwide are applying for the "**Final Expense Life Insurance Benefit**,"\* which has an **Immediate Death Benefit** and pays up to **\$15,000** to your beneficiary.\*\* This plan was designed to pay the high costs that are not paid for by the federal government's Death Benefit.

**Register now to take advantage of the benefits available to you.** For more information from a representative about this plan **designed for those age 50 and over** mail this postage-paid reply **TODAY**.

***P.S. You will also receive a FREE copy of the NEW Consumer's Guide to Health Care as a gift.***

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**Register here for more information**

**Amount of benefit needed:**

- \$2,000    \$5,000    \$10,000    \$15,000

Name \_\_\_\_\_

Age \_\_\_\_\_ Spouse's Age \_\_\_\_\_

Telephone( \_\_\_\_\_ ) \_\_\_\_\_

\*Not affiliated or endorsed by any government agency.