

DAVID LUHN **SENIOR WRITER**

ABBOTT LABORATORIES
HUMIRA

I gave myself a new routine.

I gained a better outlook.

I got the strength to live my life the way I want to.



mean wearing a short-sleeved shirt or shorts—it's important to stay safe. Here are some tips to help you.

Get your Exercise

to send for Exercise Kit. Turn the enclosed form

I'm to take and k

Every so often a little bell should go off.



Please see inside for important safety information and accompanying kit providing information.

Sign up for medication reminders and get a call or email just when you need it.

Sometimes it's hard to remember exactly when to take HUMIRA® (adalimumab). But with medication reminders, you won't have to worry. Messages arrive on the date and time you specify, every time you need to take your medicine.

myHUMIRA's medication reminders are better than ever.

Get your reminders by phone or email. They arrive on time no matter how often you take HUMIRA. Messages are brief, and if you receive them by phone, you can connect with a registered nurse for expert advice.

Keep in mind, if you stop taking HUMIRA, your condition may get worse. That's why you should always talk with your doctor before making any changes to your treatment.

Call 1.800.4HUMIRA (1.800.448.5472).

Sign up for medication reminders or change your settings any time Monday through Friday, between 8 a.m. and 8 p.m. ET. Your messages can begin within 24 hours.

Medication reminders are just one of many services offered by myHUMIRA. You can also get:
• Information about HUMIRA
• Help with your insurance
• Access to registered nurses
• Practical advice from specialists
• Tools for everyday living

myHUMIRA

HUMIRA

Please see inside for important safety information and accompanying kit providing information.



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Washington DC 20007-5258

I'm trying my best to stay on schedule.





Walk in prepared.
Walk out with answers.

Make the most of your next doctor's visit.

Dear Sammie,

A great visit is a meeting over time. It's getting the most out of your relationship with your doctor. So we've created the Doctor Conversation Starter. It helps you start your doctor's visit with a clear, constructive conversation about how your treatment is going.

Help your doctor help you.
Use the Doctor Conversation Starter to prepare for your visit. Use our online tool to help you think through what you'd like to discuss—so you can walk out with answers and practical suggestions.

Have a helpful talk with your doctor.

The key to a successful visit is not a 4 conversation that's open and honest. Start by asking the right questions—and don't be shy about bringing something up if it matters to you. Now that you've prepared your questions, you can use this guide to discuss important topics with your doctor.



Be open. Be honest. Be prepared.

myFILMIRA
FILMIRA
Please see your doctor for important safety information and side effects associated with your treatment.

Have a helpful talk with your doctor.

The key to a successful visit is not a 4 conversation that's open and honest. Start by asking the right questions—and don't be shy about bringing something up if it matters to you. Now that you've prepared your questions, you can use this guide to discuss important topics with your doctor.



Your Doctor Conversation Starter.

A productive dialogue begins here.

- Talk** about any changes you've noticed in your body or how you're feeling. Don't be afraid to ask questions or to discuss your concerns with your doctor.
- Show** your doctor how you're feeling. Use the Doctor Conversation Starter to help you describe your symptoms.
- Ask** your doctor about any questions you have. Write down your questions before your visit so you can ask them all.
- Discuss** whether you need to change your diet, exercise, or other lifestyle habits.
- Speak** up if you have any concerns about your treatment. Your doctor will help you understand the benefits and risks of your treatment.
- Get** suggestions for helpful resources such as online tools, books, or support groups that can help you manage your condition.

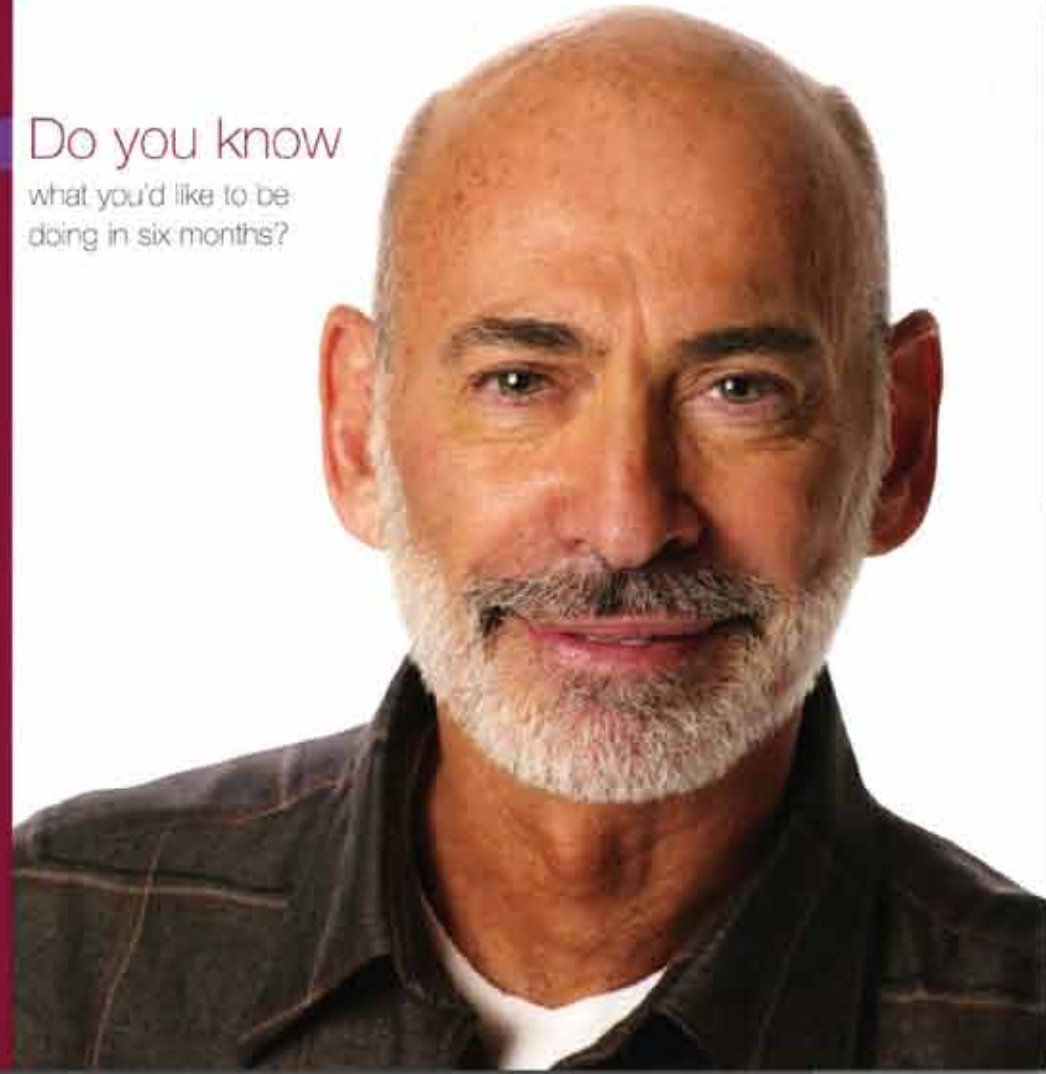
Have some questions or need help with your visit?

Notes:

For help getting more out of your treatment, visit www.myFILMIRA.com or call 1-800-4-FILMIRA.

myFILMIRA
FILMIRA
Please see your doctor for important safety information and side effects associated with your treatment.

Do you know
what you'd like to be
doing in six months?



HUMIRA helps treat the joint pain,
stiffness and fatigue—as well as
the skin lesions—of psoriatic arthritis.

That may be why you and
your doctor made the decision
to treat your psoriatic arthritis
(PsA) with HUMIRA. Because
it could mean improvement to
both the joint and skin symp-
toms of PsA. In fact, in a study
of patients with active PsA:

- 58% of HUMIRA patients
(vs. 14% placebo) experi-
enced a 20% improvement
in swollen and tender joints
as well as other measures of
disease activity at 12 weeks.
- HUMIRA reduced joint pain
by more than 50% in 1 out of
2 people at 24 weeks (com-
pared to 15% taking placebo).
- HUMIRA provided 75% skin
clearance in nearly 3 out of
5 people at 24 weeks, with
slightly more than 2 out of 5
experiencing a 90% clearance
at 24 weeks. Some people
had even better results.

An example of
90% skin improvement:



Before treatment. PsA can cause red,
cracked, peeling and painful skin in
addition to tender and swollen joints.



After: Improvement of skin symptoms,
including cracked, red skin and lesions.
Examples of response for illustrative
purposes only.

I have things I want
to do.

I have places I want
to go.

My treatment helps
make it possible.

my HUMIRA

HUMIRA
adalimumab

Please see inside for Important Safety Information and
refer to accompanying full prescribing information.

HOMEPORTFOLIO.COM



David Luhn: Writing sample **Client:** Homeportfolio.com **Project:** Direct Mail Brochure

Cover:

She's your ideal prospect. She knows exactly what she wants. She'll spend whatever it takes. If only she knew about your store.

First reveal panel:

She's a \$237,000-a-year financial analyst. Last night she spent 72 minutes online looking at lamps, refrigerators, and mantelpieces. Where on earth were you?

Second reveal panel:

She's married to an advertising executive. Yesterday she spent 114 minutes online choosing furnishings for their new vacation home. She wants to shop at a nearby store — why not yours?

Third reveal panel:

She's raising a family in an 11 room colonial. She goes online looking for fabrics, faucets, mirrors, retail locations, store hours, and directions. And she'll buy the moment she walks through the door.

continued

Final reveal inside:

But guess what?

These passionate buyers won't spend a dime with you unless they've visited your Online Showroom.

The Internet has transformed the way people shop — and with it the home design industry.

Increasingly, consumers do their research online. A recent study cited in *Furniture / Today* showed that 69% of furniture buyers go to the Internet first when shopping. Perhaps most impressively, people who do their research online spend three times as much as people who don't.

Your bottom line? Seize this unprecedented opportunity to court consumers where they're seeking you out and you'll see more sales — and outflank your competition.

Showcase your store to upscale, ready-to-buy customers with an Online Showroom at HomePortfolio.com.

An Online Showroom at HomePortfolio.com provides your best prospects with an in-depth look at your products. HomePortfolio puts you in touch with millions of avid, affluent home design consumers — buyers whose average annual household income is twice the national average.

Reaching these consumers is only half the story. Drawing on our 34,466-product database, HomePortfolio lets you easily pull product images and descriptions into your Online Showroom so customers can see exactly what they're shopping for. These images and descriptions are from manufacturers you already carry — all you do is point and click.

A HomePortfolio Online Showroom is simple to set up and maintain. It lets you match what you're doing offline with what you're doing online — coupons, discounts, seasonal offerings. Prospects can e-mail you questions, and you can e-mail answers back. You can even provide customers with maps and directions.

With a HomePortfolio Online Showroom, consumers are pre-sold by the time they get to your store. Which means an Online Showroom shortens your sales cycle and gives you an opportunity to cross-sell.

Send for a free report for home design marketers.

To learn more about how an Online Showroom at HomePortfolio can transform your business, send for your free copy of a special report from the International Data Corporation, *Connecting with the New Consumer: Internet Strategies in the Home Design Industry*. Simply complete the attached card or phone

1.800.840.6118.

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Sample J. Sample
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123 Main Street
City, State 12345-6789

Dear (Mr. or Ms.) Sample:

On paper, you're considered a "manager." But you and I know you carry the weight of much more than this on your shoulders.

You have to set goals and establish priorities. Identify trends. Recruit, reward, cajole, persuade, promote. Define the mission. Shape the strategy. And execute it to perfection.

You have to lead. You have to inspire.

There is only one newsletter that recognizes management for the demanding, exhilarating challenge it is. Only one that delivers the top-tier insight you need. And only one that makes it all actionable right away.

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(continued)



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Deep? To be sure.

But Harvard Business Review is also stimulating, provocative, and highly engaging.

IRON MOUNTAIN



PROTECT YOUR BACKUP DATA

With a Recipe that Keeps it Secure and Available for Recovery

West 2012 | January 24-26, 2012 | San Diego, CA



David,
Thank you for spending time with us at West 2012.

You understand how important it is to protect your data. But did you know that even if you have invested significantly in backing up your data, you could still be at serious risk of losing it? The fact is, storing your backup tapes onsite could be a surefire recipe for disaster.

Thankfully, there is a recipe for success. With your data securely stored in an Iron Mountain offsite facility, you can always:

- Rest assured your data is securely protected
- Get back up and running in the event of a breach or a natural disaster
- Find what you need when you need it

Thanks again for having stopped by our booth.

Please feel free to call or contact us with any questions.

Sincerely,

Kirk Mull
Iron Mountain Government Services
Email: kirk.mull@ironmountain.com
888-418-4766

BENCHMARK REPORT

[Access Iron Mountain's 2011 Backup and Recovery Benchmark Report](#)

We surveyed 1,200 IT professionals. For a look at their views on everything from data availability to data recovery, [click here](#).



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Law firm information management benchmarks revealed:

HOW DOES YOUR FIRM MEASURE UP?



David,

Law firms today generate an enormous amount of client and firm information. Many law firm leaders like yourself are asking:

- How can we manage the volume of information to reduce costs?
- How can we quickly access information to deliver efficient services?
- How do we ensure our information is safe and secure?

Learn how you can take control of your information to stand out to your clients in the [Law Firm Management Benchmark Report](#). You can also compare your approach to peer law firms.

[Download](#) these important survey results today. Sincerely,

Carolyn Casey, Esq.
Senior Manager, Legal Verticals
Iron Mountain
[Contact us](#) or call **800-899-IRON (4766)**.

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LAW FIRM INFORMATION MANAGEMENT BENCHMARK REPORT



Key Survey Highlights:

- 79% have a records policy
- 31% have a paper but not an electronic policy
- 28% are paperless or plan to be within five years



Boxed in by Slide Storage and Retrieval Limitations?

Hello David,

Did you know that over 70% of all patient decisions are based on medical test results.*

That makes your job critical to patient care. The challenges you face, however, are formidable. You're running out of room, and with optimal storage space filled, you're forced to use whatever is available. These spaces, however, often put the quality of your slides and blocks at risk, or make it just plain difficult to find the assets when you need them.

What if you had scalable, secure, offsite storage that offers the climate control you need, and ultimately contributes to increased effectiveness and better patient care?

You can do all this, and more, when you turn to Iron Mountain for your pathology storage management. Interested in learning more? I'll contact you soon to set up a time where we can talk about the challenges you might be facing. In the meantime, you'll find the answers you need in Preserve and Protect What Matters, available at www.ironmountain.com/pathology.

Sincerely,
Christopher Staggs
Sales Representative
Iron Mountain
913-706-7051
Christopher.staggs@ironmountain.com

* Clinical Diagnostic Lab Testing Market to Grow Over 90% through 2017. Reuters Press Release. April 14, 2009. Source Washington G-2 Reports 2009 Laboratory Market Projections.

SEE PATHOLOGY OUT OF THE BOX

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Last year, Iron Mountain helped customers remain secure and still save:

1 million cubic yards of landfill • 7 million trees • 3 billion gallons of water

2 billion kilowatt-hours of electricity • 250 million pounds of air pollution

SCAN TO LEARN MORE ABOUT OUR ENVIRONMENTAL POLICIES



Green is where we are.

GREENER IS WHERE WE'RE GOING.

Last year, Iron Mountain helped customers remain secure and still save:

1 million cubic yards of landfill

7 million trees

3 billion gallons of water

2 billion kilowatt-hours of electricity

250 million pounds of air pollution



DCMA

Defense Contract Management Agency



We're developing "sharper talons"
for our Fighting Falcons.

What did YOU do today?
Join our team.



Ever pumped gas
at 403 miles
per hour?

What did YOU do today?
Join our team.



Beats punching a clock.

What did **YOU** do today?
Join our team.



We were with Charlie Company
for live-fire testing.

What did **YOU** do today?
Join our team.



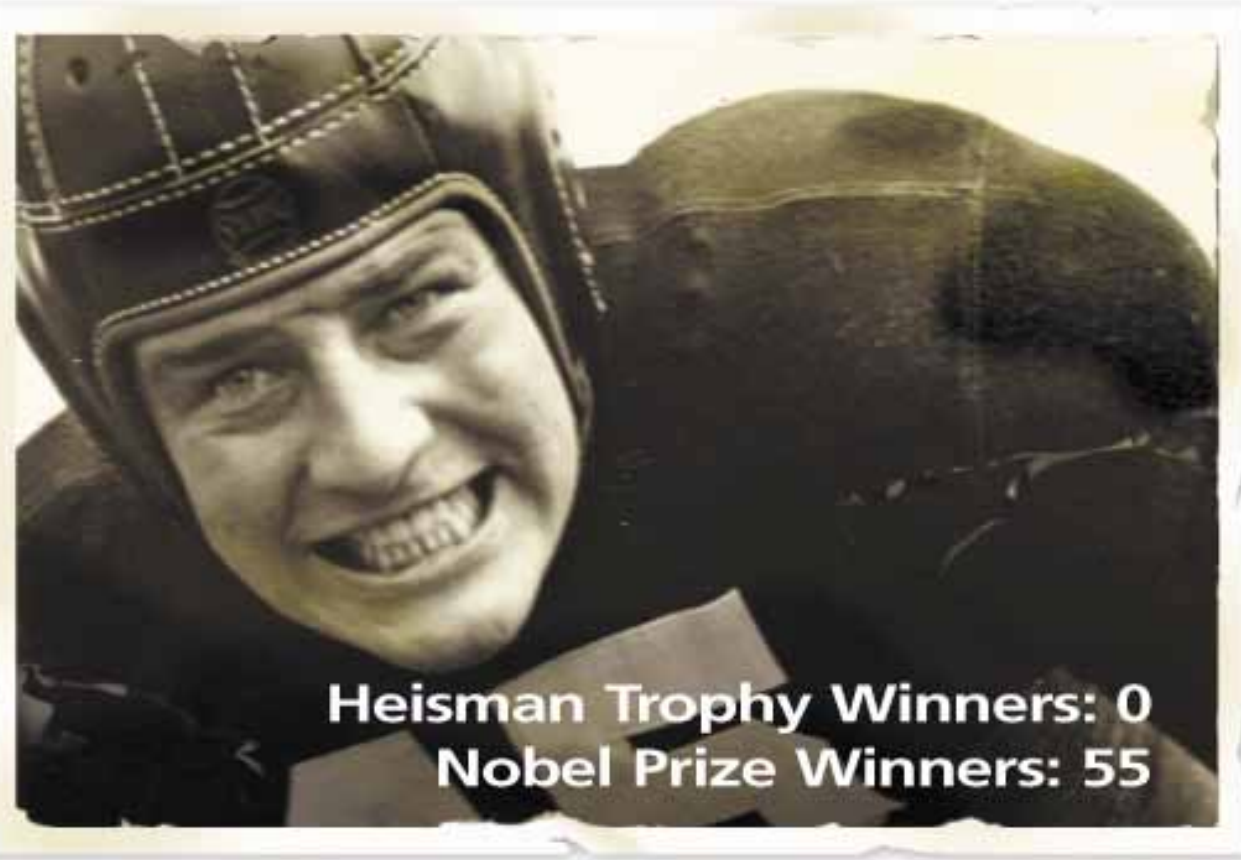
We helped keep the Air Force
on the cutting edge of
modern warfare.



What did **YOU** do today?
Join our team.

ADSGROUP

Anthony Anderson, MIT Engineers, 1953. From MIT Museum and H. Armstrong Roberts.



**Heisman Trophy Winners: 0
Nobel Prize Winners: 55**

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