

Subject: The real deal: a Gevalia coffee experience

From: Gevalia <superdeals1@v0.tekmailer.com>

Date: Tue, 25 May 2004 20:54:27 -0700 (PDT)

To: eandersen@concoursgroup.com



The image shows a white Gevalia 12-cup programmable coffee maker on the left. In the center and right, there are two boxes of Gevalia Kaffe coffee: one red box labeled 'Traditional' and one gold box labeled 'Light Roast'. In front of the coffee maker are two white ceramic mugs filled with coffee, and a stainless steel coffee scoop filled with coffee grounds. The background is a dark purple gradient. The Gevalia logo is prominently displayed at the bottom left of the image area.

Your **FREE Gift — With No Further Obligation.**

Experience a pleasure that's uniquely yours — and purely Gevalia Kaffe.

An uncommon offer for an uncommon coffee drinker. Just place your order today and receive, for **only \$14.95**, including shipping & handling:

- ◆ Two boxes of our extraordinary coffee
- ◆ A 12-cup Programmable Coffeemaker **FREE**
- ◆ Two Gevalia Ceramic Mugs **FREE**
- ◆ A Stainless Steel Coffee Scoop **FREE**

(Approximate retail value: \$97)

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