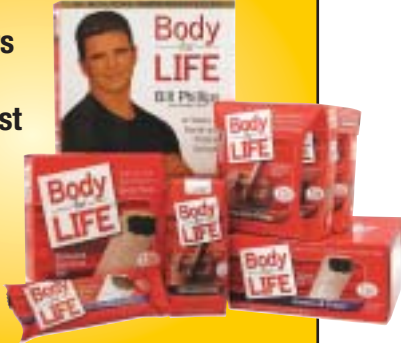
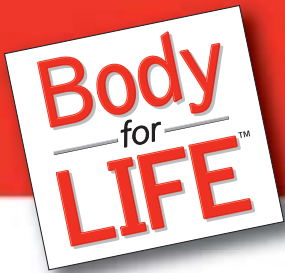


Balanced Nutrition and a Winning Taste!

Body-*for*-LIFE bars beat the leading caramel bar almost 3 to 1 and the leading mint bar almost 2 to 1 in taste tests!

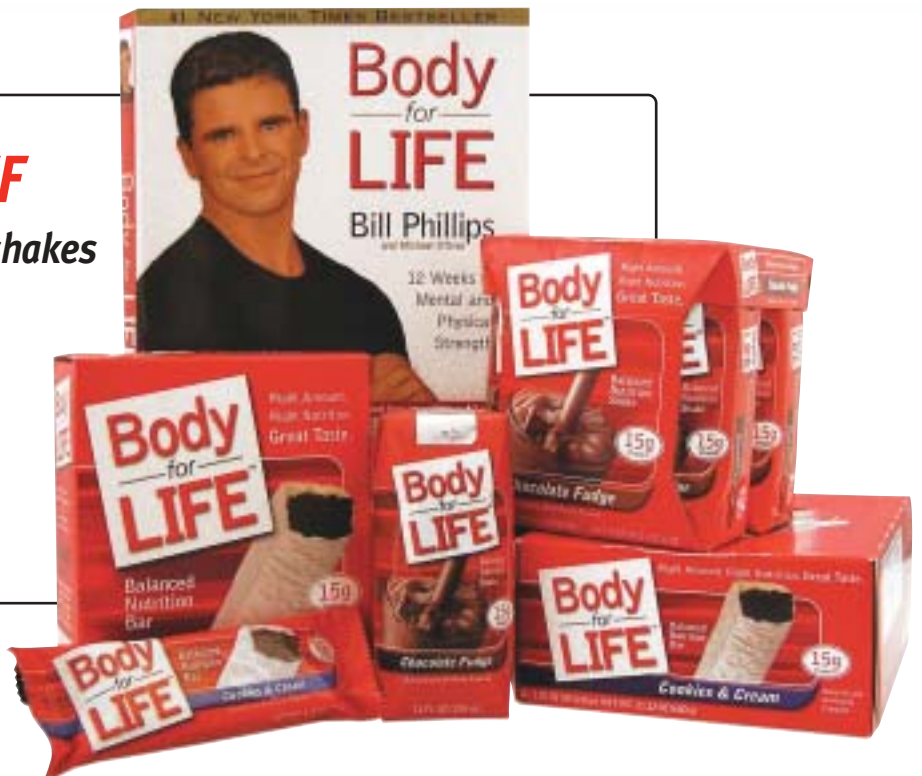


Special Offer for Safeway Club Members!



Introducing **Body-*for*-LIFE** Nutrition Bars and Shakes

Save up to \$2.75 OFF
on new Body-*for*-LIFE bars and shakes
with the Safeway Club Card!



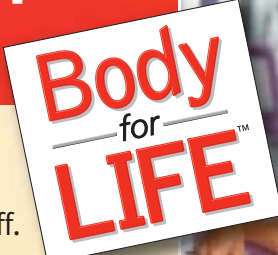
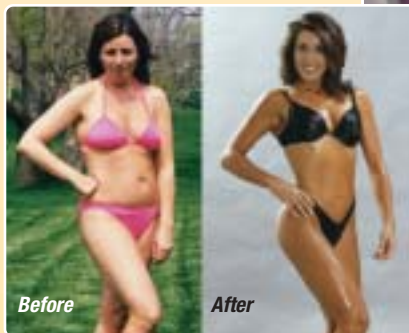
At last! A simple weight loss plan you can live with... *for LIFE!*

Body-for-LIFE Nutrition Bars and Shakes are the snacks behind the simple, sensible *Body-for-LIFE* plan that has helped over four million people learn how to lose weight and keep it off.

Here's how the *Body-for-LIFE* plan works:

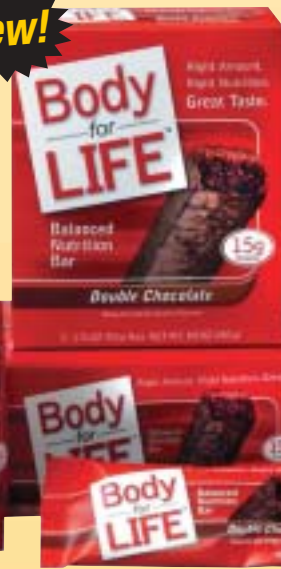
- Eat 3 meals and 3 snacks each day
- Eat a balance of protein, carbs and fat each day
- Boost your metabolism with simple exercises

With over 10 years of success behind it, *Body-for-LIFE* is the plan you can finally live with.



Right Amount. Right Nutrition. Great Taste!

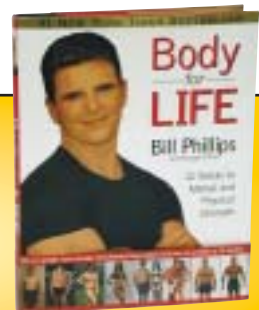
New!



Our new **Body-for-LIFE** Nutrition Bars and Ready-to-Drink Shakes are scientifically formulated to nourish your body and help you fight cravings. They're fast, easy and incredibly delicious.

"I am proof that any car-pooling, kid-totin' 'Soccer Mom' in her thirties, who has lost that twenty-something body, can get it back!"

Based on the proven science outlined in the bestselling book **Body-for-LIFE.**



To sign up for the special **\$1,000,000** *Body-for-LIFE* Challenge, call **1-800-297-9776** today or visit www.bodyforlife.com.

As individuals differ, their results will differ, even when using the same program.



Special Offer for Safeway Club Members!

MANUFACTURER'S COUPON EXPIRES 1/31/05 NOT TO BE DOUBLED

Save 75¢ Redeemable at **SAFWAY**

on any ONE *Body-for-LIFE* single bar



RETAILER: One coupon per purchase of product indicated. Void if copied, prohibited or regulated. Consumer to pay sales tax. EAS, Inc. will reimburse you for the face value plus 8¢ handling, if submitted in compliance with EAS, Inc. Coupon Redemption Policy incorporated herein by reference. For a free copy and/or coupon redemption, send to: EAS, Inc., P.O. Box 870001, El Paso, TX 88587-0001. Cash value 1/20 of 1¢. Copyright © 2004 by EAS, Inc. Expires 1/31/05.

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MANUFACTURER'S COUPON EXPIRES 1/31/05 NOT TO BE DOUBLED

Save \$2.00 Redeemable at **SAFWAY**

on any ONE *Body-for-LIFE* multi-pack shakes



RETAILER: One coupon per purchase of product indicated. Void if copied, prohibited or regulated. Consumer to pay sales tax. EAS, Inc. will reimburse you for the face value plus 8¢ handling, if submitted in compliance with EAS, Inc. Coupon Redemption Policy incorporated herein by reference. For a free copy and/or coupon redemption, send to: EAS, Inc., P.O. Box 870001, El Paso, TX 88587-0001. Cash value 1/20 of 1¢. Copyright © 2004 by EAS, Inc. Expires 1/31/05.

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