

"DCAP Insurance/Atlantic Agency Protection Team"

"Where Satisfied Clients Refer Their Friends!"

Urgent Message For VIP (Very Important Clients)!



ANNOUNCING OUR NEW 2007 'JUST KEEP TALKING PROGRAM'. . .

"Are YOU The NEXT Grand Prize Winner?"

If the answer is "yes," then NOW is the time to tell ALL of your friends, relatives, AND colleagues to call us!

We could give our advertising dollars to newspapers, ad agencies, etc., but we'd rather give them to you, because ... you are the best advertising we can get!

3 Chances, 3 Prizes for YOU to WIN!

Chance #1	When your referral contacts us and tells us that YOU sent them, YOU WIN: ♦ 2 FREE Lottery Tickets!!	
Chance #2	The first week of each quarter we'll randomly draw from the month's before Chance #1 qualifiers: YOU WIN: ♦ Dinner for Two-a \$100.00 Value!	

GRAND PRIZE!	On December 14, 2007, we will conduct a random drawing from <u>ALL CHANCES!</u> The GRAND PRIZE winner will receive a "\$2,500.00 AMEX SHOPPING SPREE" in time for the holidays!! (We reserve the right to <u>INCREASE</u> the Value of the Grand Prize because you deserve it!
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But **WAIT** . . . You can refer as many people and enter as many times as you like!!
MULTIPLE Referrals count as **MULTIPLE** chances to **WIN!**

DCAP Insurance/Atlantic Agency's "Just Keep Talking Referral" Program Rules

- There is no limit on the number of chances you can create for yourself. Odds of winning are entirely dependent on the quantity of qualified chances created during the contest period.
- This contest and the rewards provided are open to any person who refers a prospect to our agency. You do NOT have to be a client to receive your free lottery tickets or to be entered for a chance to win any of the random draw prizes. You do NOT have to be present at the drawing to win prizes.
- The prospects referred do NOT have to become our client for the referring party to receive any of the rewards and/or chances in this program.
- Employees are Not Eligible

Well, there are three easy and convenient ways for your friends and family to contact us. Just have them,
Call our **PROTECTION HOTLINE** now, (866) 272-8310, OR
Send an e-mail to: insure@dcaponline.com, OR
Visit at: www.dcaponline.com

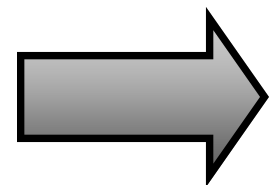
I'm Firing My Advertising Agency! And Giving My Money to YOU Instead!

**“I've Decided to Stop All My Advertising
and Give That Money to You
In the Form of Referral Bonuses!”**

**Why pay the ad
agencies when the best
form of advertising is
when a great customer
like YOU refers DCAP
Insurance/ Atlantic Agency to
their friends and associates?
Please don't keep my
business a secret. Let me send
you some money, food and a
chance at being the GRAND
PRIZE WINNER!**



Jeffrey Leibowitz
Author, Speaker &
Insurance Consultant



Please turn over