

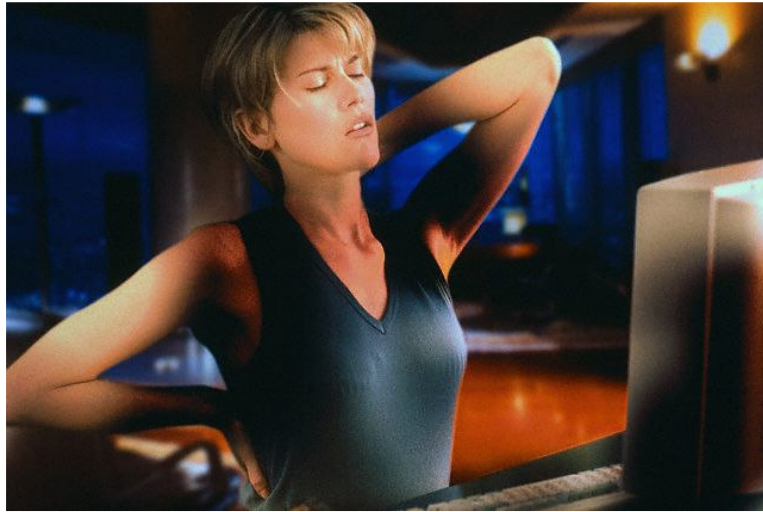


**The computer mouse is one great little gadget, providing convenience galore in its multi-directional and omni-rotational output.**

**Don't you wish those same qualities could be applied in other devices, as well, even massage devices?**

After all, wiggling that little computer mouse around all day long can lead to pain in the back, neck and arms, just as such pain can develop in other everyday activities.

But wouldn't it be great if you could use those same wiggly mouse qualities to take away the pain? Now you can, and just by using the *Mousager*.



The *Mousager* is a self-application massage device that can ease all of these aches and pains and more. It doesn't use the common rolling disc apparatus in its self-applied massaging tool, which would only allow it to be moved in a simple back-and-forth directional method. Instead it uses rolling spheres, seven (7) of them, in fact.

These rolling spheres are not restricted in direction of motion, and are omni-rotational in full, allowing the *Mousager* to be applied from any angle, with any directional motion, and even in non-linear and circular paths. Making the device more attractive to the eye is its placement within a container resembling a computer mouse, which lends to its name of *Mousager*.

Americans are growing more and more appreciative of the benefits of massage, and their number has grown dramatically. In fact, in just the last two years the number of Americans seeking massage devices has grown from 36 million to 56 million. Now, massage devices are sought out more than any other alternate form of therapy for pain and discomfort – even more than nutritional supplements and simple relaxation techniques combined.

The time is ripe for the *Mousager*, which can provide an improved and affordable format of self-application massage to a growing number of consumers that seek such therapy.

## Features & Benefits Of *The Mousager*

### ***Features***

- PVC plastic piece in shape and design of computer mouse
- Of 4 ½" x 2" x 1 ½" dimension
- Seven (7) omni-directional rotating spheres contained within plastic piece
- Laid in 3 rows of overlapping axes

### ***Benefits***

- Provides easy method of manual, self-applied massage
- Can be moved in any direction or angle, including full rotation in pattern
- Multi-rotation and omni-directional
- Uses multitude of roller balls
- Can be self-applied to any part of the body
- Can be self-applied in any pattern or direction
- Can be ergonomically applied with no stress upon the user
- Application does not tire or stress user
- Made in popular design recognizable to all potential users
- Provides a new product to a field growing in consumer awareness and desire

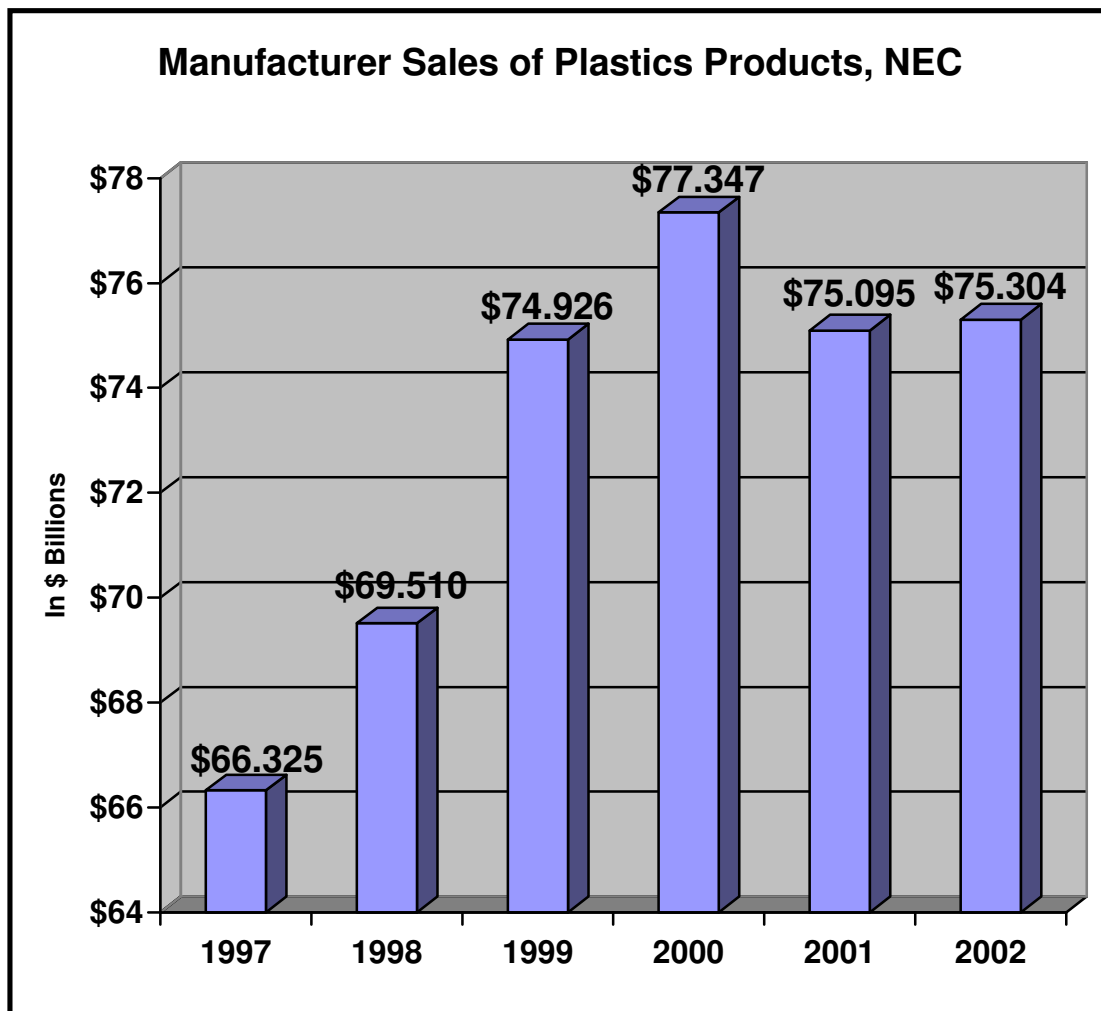


Pertinent Manufacturing Industries  
For  
***The Mousager***

SIC	Industry	Companies	Annual Sales
3089	Plastics Products, NEC	8,573	\$75.095

The *Mousager* can be presented to particular companies in SIC 3089. This Plastic Products, NEC industry consists of companies that make a wide variety of products using plastic as the initial component (“NEC” = “not elsewhere classified”), including some that specialize in novelties. This identification is aided by the fact that some with this novelty classification already make some type of massage devices.

The following chart shows the recent sales history of the Plastics Products, NEC manufacturing industry:



Source: U.S. Bureau of the Census

Annual sales of this industry grew 13.54 percent in this six year period.

There is a slight decline in sales from 2000, but profitability is now higher. The materials used by these companies are now cheapest they've been since 1998, and the labor costs are lowest they've been in this entire period. Other expenses have been reduced, too, and profit for 2002 was about \$3.6 billion higher than in 2000.

There are other companies in other industries capable of making the *Mousager*. Unfortunately, they are not all listed in one grouping category. For example, some specialize in medical product manufacturing, and are placed in that industry class. Other companies that are capable of producing the *Mousager* have been added to this listing.

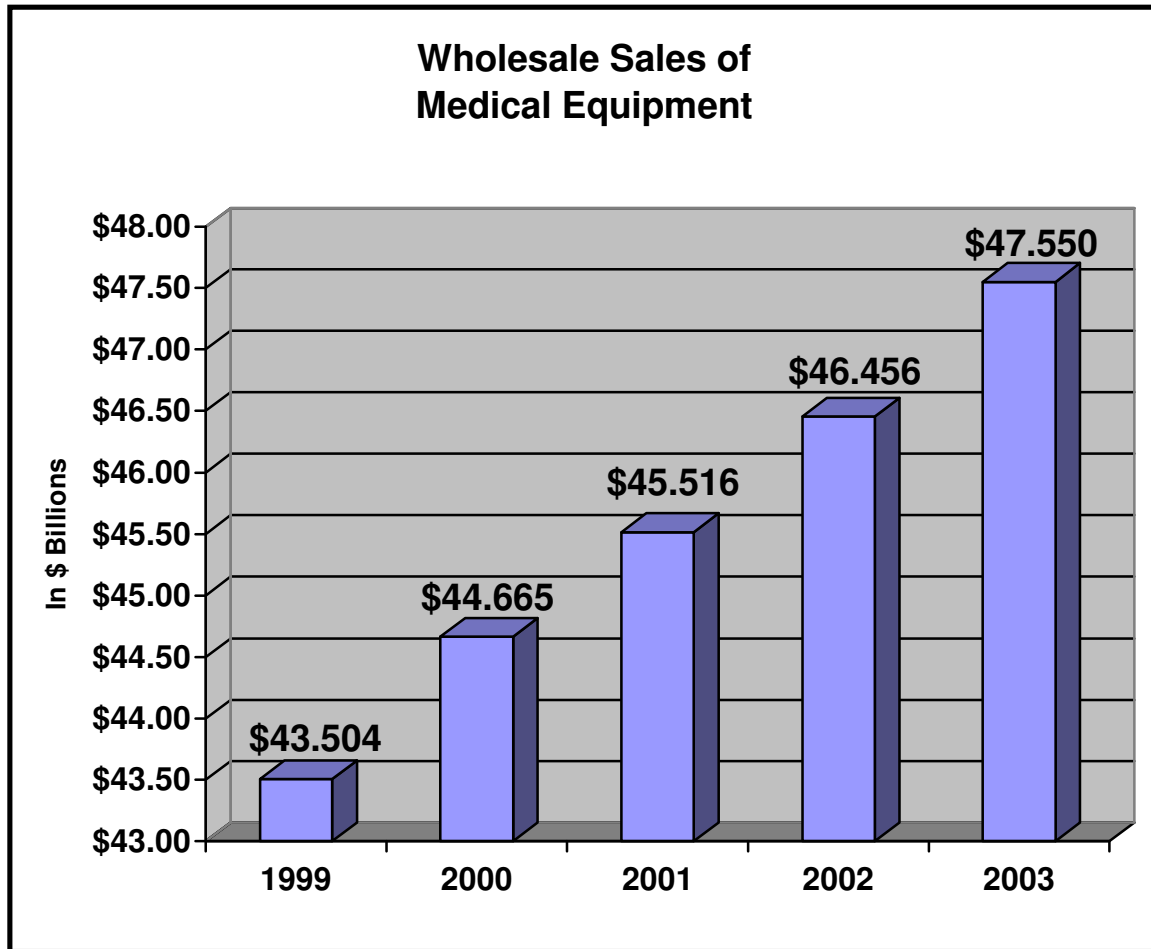


## Wholesale Industry Of *The Mousager*

SIC	Industry	Companies	Annual Sales (in \$ Billions)
5047	Medical Equipment	17,432	\$47.550
5122	Drugs, Proprietarys & Sundries	9,084	\$160.838

The *Mousager* can be distributed by companies within both of these wholesale industries, both of which include massage tools for self-application in their product lines.

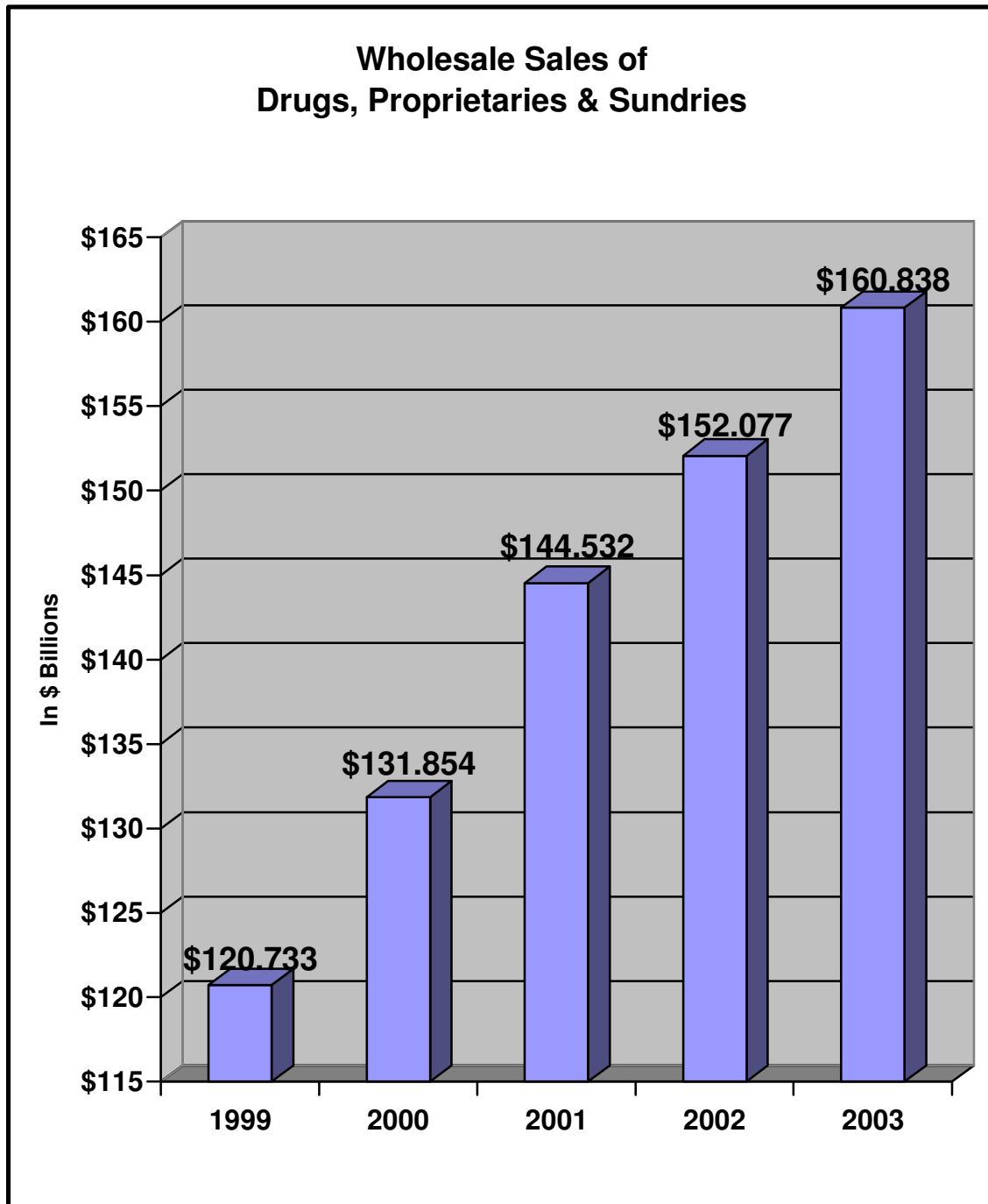
The following chart shows the recent sales history of Medical Equipment merchant wholesale distributors:



Source: U.S. Bureau of the Census

Annual sales of this merchant wholesale industry increased 9.3 percent in the last five years of record.

The following chart shows the recent sales history of the Drugs, Proprieties & Sundries merchant wholesale equipment:



Source: U.S. Bureau of the Census

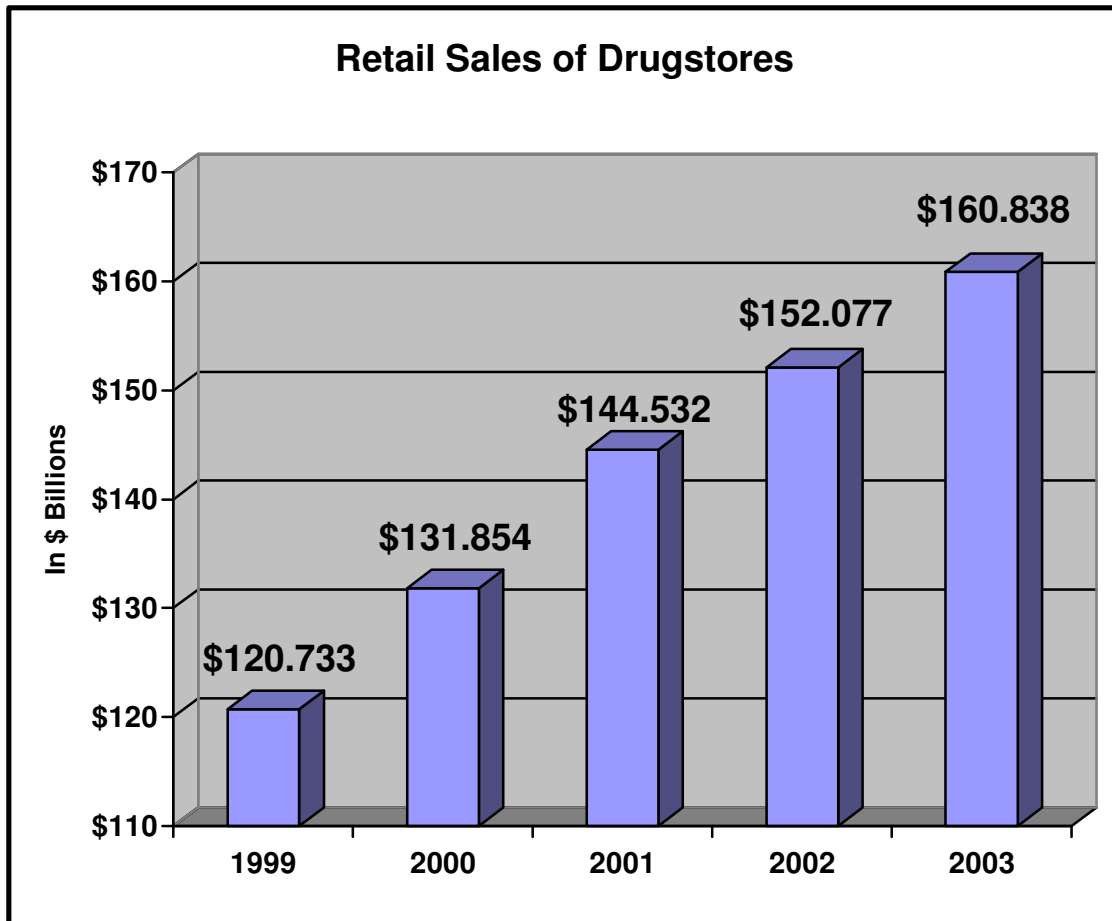
Annual sales of this merchant wholesale industry grew 33.32 percent in the last five recorded years.

## Retail Industry Of *The Mousager*

SIC	Industry	Companies	Annual Sales (in \$ Billions)
5912	Drugstores	45,354	\$160.838
5943	Office Supply Stores	14,688	\$25.382
5999-02	Health & Personal Care Stores	12,648	\$7.72

Drugstores can add the *Mousager* to their wide and extensive line of health products, especially since this industry accounts for 20 percent of the sales of all personal care products.

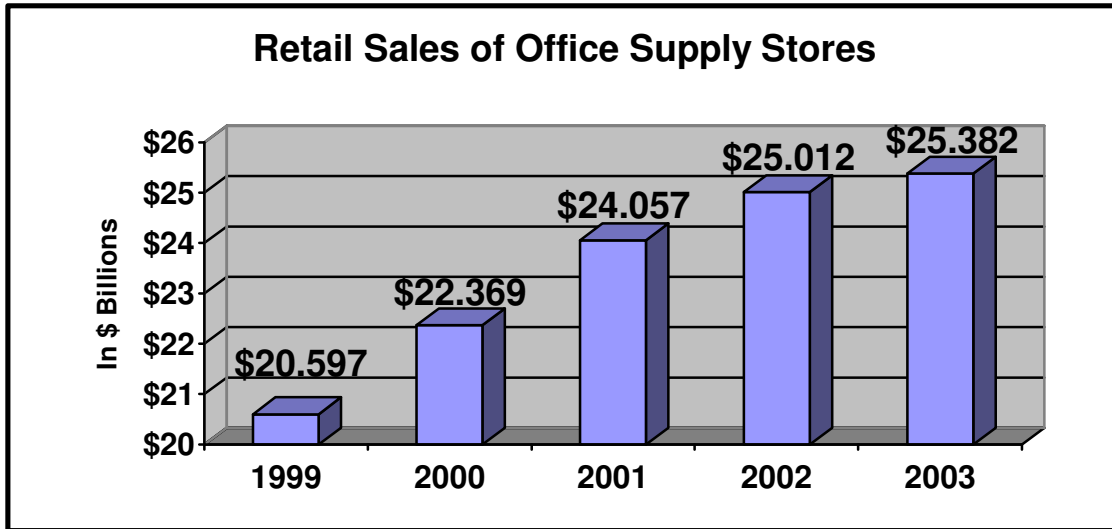
The following chart shows the recent sales history of Drugstores:



Source: U.S. Bureau of the Census

Annual sales of Drugstores grew 33.32 percent in the last five years. Office Supply Stores could include the *Mousager* in its product line, especially since this industry contributes much to its sales through secondary items related to work duties.

The following chart shows the recent sales history of Office Supply Stores:

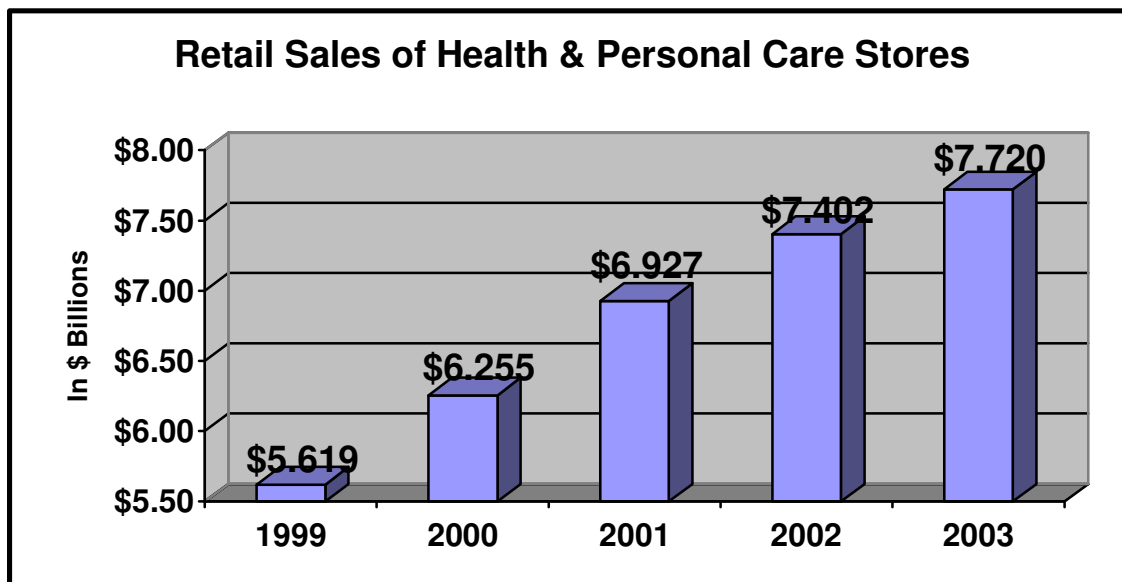


Source: U.S. Bureau of the Census

Annual sales of Office Supply Stores increased 23.23 percent in the last five years.

The *Mousager* can also be sold by Health & Personal Care Stores along with other massaging tools.

The following chart shows the recent sales history of Health & Personal Care Stores:



Source: U.S. Bureau of the Census

Annual sales of this relevant retail industry grew 37.39 percent in the last five years.

## Marketing Potential Of *The Mousager*

### **The *Mousager* can meet the needs of a growing sector of the population.**

- Throughout the United States, more and more people seek massage devices every year. In 2002, 18 percent of American adults sought this therapy, growing to 21 percent in 2003. And in 2004, this number grew to 28 percent of American adults, who collectively spend over \$4 billion annually on these measures. That's almost 60 million people seeking this type of therapy in this one U.S. market, and the number can be expected to grow further.
- And massage tools are not simply a youthful trend, either. In fact, half of all self-applied massage tools are sold to persons of ages 35 to 54, who each spend over \$325 annually on these products, indicating that this market is here to stay.
- By offering a new and improved format of the therapy that more and more responsible adult Americans seek, the *Mousager* can be an ideal product made available at an ideal time.

### **The *Mousager* meets these needs in a desired format.**

- Not only can the *Mousager* join a growing product field, but it can stand out in this field by meeting the consumer desires of privacy and affordability.
- Professional massage therapy is not reaching out to a desired extent, and because it makes consumers feel uncomfortable to have another person try to give them physical comfort. In fact, only 23 percent of Americans that favor various methods of massage therapy state that they don't mind going to a massage therapist's location. The remaining 77 percent prefer privacy, and even to the point of self-application.
- Even those that prefer professional massage request an alternative, and because they can't afford such professional massage. For example, only 42 percent of insurance companies will provide coverage of massage therapy, even if that therapy is provided by a medical doctor.
- The *Mousager* can meet the needs of millions by providing affordable massage therapy that can be self-applied.

### **The *Mousager* offers the improvements needed in this product field.**

- While massage tools have been used for centuries, there's been little improvement to this field throughout. These devices are limited in motion, and can only be applied vertically or horizontally in direction.
- Such limits in directional application can create counter-effects to the desired massage results, and to the point that they can even cause other pains in users due to the repetitive actions in limited areas required for their application.
- The *Mousager*, however, can be applied in any motion and direction of application, and is not limited in any way. This improvement in application that is long overdue can make the *Mousager* stand out in this product field, and at an ideal time.

**Sources:** American Massage Therapy Association, Third Wave Research, *Research Alert* and American Chiropractic Association.

Potential Consumer Base  
For  
**The Mousager**

<b>Demographic Analysis of Massage Recipients and Personal Care Product Purchasers</b>		
	<b>Massage Recipients</b>	<b>Personal Care Product Purchasers</b>
	<i>Demographic Share</i>	<i>Demographic Share</i>
<i>By Gender</i>		
Male	46.8 %	29.8 %
Female	53.2 %	70.2 %
<i>By Age</i>		
Under 25	15 %	3.6 %
25 to 34	22 %	16.9 %
35 to 44	21 %	26.4 %
45 to 54	13 %	23.6 %
55 to 64	20 %	14.3 %
65 and Older	10 %	15.2 %
<i>By Income</i>		
Under \$15,000	15.3 %	8.8 %
\$15,000 to \$24,999	10.0 %	8.7 %
\$25,000 to \$34,999	9.9 %	11.4 %
\$35,000 to \$49,999	8.9 %	15.8 %
\$50,000 to \$74,999	19.0 %	22.3 %
\$75,000 to \$99,999	15.0 %	13.3 %
\$100,000 and Over	21.7 %	19.6 %
<i>By Race/Ethnicity</i>		
White	80.3 %	85.5 %
Black	14.4 %	9.1 %
Hispanic	5.6 %	9.3 %
Other	11.7 %	5.4 %
<i>By Region</i>		
Northeast	18.5 %	18.2 %
Midwest	23.9 %	23.3 %
South	37.1 %	37.3 %
West	20.5 %	21.2 %
<i>By Marital Status</i>		
Single	24.7 %	26.8 %
Married	54.8 %	64.1 %
Separated/Widowed/Divorced	20.5 %	9.1 %

**Sources:** Third Wave Research, *Consumer Expenditure Survey*, Simmons, Inc and the American Massage Therapy Association.

Cost and Price Estimates  
For  
***The Mousager***

All estimates for the possible costs and prices of a new, yet-to-be-manufactured item are very difficult to estimate. This difficulty is due to potential variations in the costs of initial materials, the rate of production for the item, and its initial consumer demand. As a result, these estimates are very difficult to comprise.

Moreover, research on estimated costs and prices is very restricted so as to avoid improper disclosure of the *Mousager* while still in these beginning stages.

In order to provide further detailed information for consideration, however, such estimates should be offered. The “Best Estimate” enclosed within is primarily based upon pricing of similar products (when possible) by this applicable manufacturing category, current cost of necessary materials, and average value added for the applicable manufacturing industry.

These estimates are broad, subject to change, and are enclosed only to offer a preliminary means of evaluation of product value for the *Mousager*. Of course only you, the manufacturer, could properly determine the costs and prices.

The broad estimates on potential costs and prices for the *Mousager*, throughout the line of distributors, could be:

	<b>Low Range</b>	<b>Mid Range</b>	<b>High Range</b>
<b>Materials Cost</b>	\$1.05	\$1.26	\$1.51
<b>Manufacturer’s Cost</b>	\$2.19	\$2.63	\$3.15
<b>Wholesale Price</b>	\$4.93	\$5.92	\$7.10
<b>Supplier’s Price</b>	\$6.65	\$7.98	\$9.58
<b>Retail Price (MSRP)</b>	\$9.50	\$11.49	\$13.79

**Please Note:** These broad estimates are based on a model of the *Mousager* made of a durable plastic material with seven (7) round balls. The *Mousager* can, of course, be made in various designs and sizes, and using various materials.

**REMINDER:** It is extremely important to remember that the above costs and prices are only broad estimates. Actual costs and prices can only be determined by manufacturing companies with a good understanding of their own production capabilities and by suppliers and outlets, based on the final prices offered to them.