

THE READER'S DIGEST ASSOCIATION, INC.  
OFFICE OF THE ASSISTANT TREASURER — 3C-12  
PO Box 1000  
MARION, OHIO 43305-1000  
W.H. MAGILL

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DIGEST

## PROMISE TO PAY

The Reader's Digest Association, Inc. hereby promises to pay money or award prize to the recipient named at right if he/she follows enclosed instructions and proceeds to become a winner in the \$5,000,000.00 Sweepstakes. This Promise to Pay statement is imprinted on the face of this envelope for the purpose of informing recipient of the intent of the Reader's Digest Association Inc., to make good on payment of prize opportunity represented by enclosed documents. Payments may only be sent to entrants having replied by official dates and having become selected as winners.

RESPONSE REQUESTED BY

OCTOBER 28, 1996

FOR MAXIMUM CASH ENTRY

*W.H. Magill*  
Assistant Treasurer



OS 7127 02

OS 7127

LIST 2

*PRIZE  
SHARE*

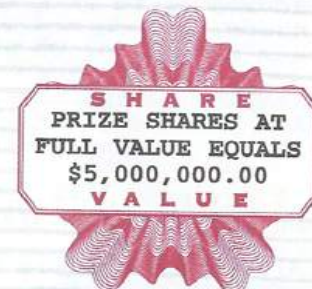
*Noes UNID,  
Ask if can use  
TR 89 instead?*

FOR USE BY ADDRESSEE ONLY. RECORDS CONTAINED ARE IN REFERENCE TO A \$5,000,000.00 PRIZE DUE TO BE AWARDED IN THE READER'S DIGEST GRAND PRIZE SWEEPSTAKES IN THE FORM OF 30 ANNUAL INSTALLMENTS.

# A NOTE FROM THE ASST. TREASURER

DOCUMENT ISSUE  
DATE: SEPT 9 1996

W.H. MAGILL  
OFFICE 3C-12  
PLEASANTVILLE, NY 10570-3336



PRIZE SHARE REPLY BY  
DATE:

OCT 28 '96  
FOR FULL VALUE

**IMPORTANT:** Enclosed you will find 5 identical Prize Shares, each representing a **ONE MILLION DOLLAR** portion of the Grand Prize.

Therefore, the Grand Prize guaranteed to be awarded is valued at **\$5,000,000.00**. All 5 Shares must be returned in the enclosed reply envelope to constitute a valid entry into the Sweepstakes.



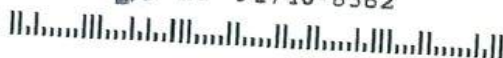
**FURTHERMORE:** Additional cash has been reserved as payment on top of Grand Prize award for early response. This money will be awarded as follows:

FOR RESPONSE BY	EXTRA CASH PER SHARE ELIGIBILITY	*TOTAL FOR ALL FIVE SHARES
October 28	\$24,000.00	\$120,000.00
October 30	\$19,200.00	\$96,000.00
November 2	\$14,400.00	\$72,000.00
November 4	\$9,600.00	\$48,000.00
November 6	\$4,800.00	\$24,000.00
November 7	\$0.00	\$0.00

15877 69991 87078

\*\*\*\*\* 3-DIGIT 917  
OS7127-02 00003-002  
MS ESTHER K. OCHS  
1000-S. GLENDORA AVE.  
506  
GLENDORA, CA 91740-6362

**SAMPLE**



L05712702

Attention Prize Share Holder: Ms Esther K. Ochs:

As you validate all 5 of your \$1,000,000.00 Prize Shares with your Cash Indicator Labels, I am sure you'll realize just how much money is at stake here, Ms Ochs. **FIVE MILLION DOLLARS WILL ALL BE YOURS**, if you validate and return your Shares and they are recognized as winning documents in our Grand Prize Sweepstakes. (Be sure to see validation instructions at left.)

What would you do with your first million, Ms Ochs? You could retire immediately, pay off all your debts, and those of your family members, and give extravagant presents to your loved ones (and still have a substantial sum left over to buy yourself something special)! One thing is for certain, you would never have to speak the words, "I can't afford it" again.

How about the annual payouts adding up to your second million? With this sum, you'd be debt free and have absolutely no financial concerns. Your retirement would truly be filled with golden years -- with the freedom to go anywhere, buy anything, and do the things you've never had time to do.

Then there is always that third million to consider. By the time you've collected payments adding up to this amount you're sure to have plenty of cash on hand to satisfy ALL of your needs, so you may wish to invest this million. In fact, if invested at the rate of 7.5%, the sum of \$1,000,000.00 would double over the course of just 10 short years!

Imagine having the chance to turn one million into two million by making a simple investment! And you'd still have TWO MILLION DOLLARS MORE of your \$5,000,000.00 prize money to spend or invest any way you see fit if you are the winner.

It may seem like a dream to you, but the Prize Shares you have are very real. And they must be returned NO LATER THAN OCTOBER 28 TO SECURE YOUR MAXIMUM ELIGIBILITY.

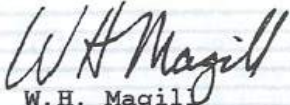
Also very real are the bargains to be found in the enclosed Holiday Catalog. This is one of our best Catalogs ever, filled with a wide range of books, music and videos selected specifically to meet your tastes - and your budget. Order two or more items and we will gladly send you a Gift Clock worth \$19.95, ABSOLUTELY FREE! (See enclosed flyer). Keep in mind that a purchase today can be made without sending payment now. Also, all payments can be made through easy-on-the-wallet monthly installments (plus delivery) with no interest or charge for credit!

To begin your easy, satisfaction-guaranteed holiday shopping simply detach the Product Stamp(s) of your choice from the enclosed Stamp Sheet and place them on the Order Form attached to your reply envelope. Then, place the white Name and Address Label found at the beginning of this letter on the Order Form as well. Detach and return the Order Form along with your Prize Shares as soon as possible.

Of course, if you don't want to take advantage of the bargains found in your Holiday Catalog but still want to enter the Sweepstakes, simply return your Prize Shares without the Order Form enclosed as soon as possible.

Please remember to validate each of your Prize Shares with one of the Cash Indicator Labels found on your Stamp Sheet. Place a Label over the date by which you're responding on each Prize Share. Doing so will allow you to add up to \$24,000.00 per Share to the Grand Prize award if that is the prize you are selected to win.

Sincerely,



W.H. Magill  
Assistant Treasurer

P.S. HERE IS A SPECIAL INSIDER'S TIP: If you are responding by October 28, be sure to place the Gold Full Value Seal on your reply envelope. This Seal can be found on the brown Security Tape that surrounded your Shares. Once affixed to your envelope, it indicates that you are entitled to have \$24,000.00 per Share added to your Grand Prize entry amount for a total of \$120,000.00. This is the Full Value we have reserved for an early response.

REGISTERED

\$1,000,000.00

1 of 5 shares

PRIZE SHARE

SHARE

\$1,000,000.00

ENTRY

ISSUE

OS7127/02

NUMBER

This document represents 1/5 the entry value for the \$5,000,000.00 Grand Prize. Payment of this prize is to be made as one initial check of \$1,000,000.00 followed by 29 annual and equal checks issued solely to the winner. This prize is guaranteed to be awarded under strict federal and state legal guidelines.

*This Prize Share is hereby issued to* Ms Esther K. Ochs  
*residing at* 1000-S. Glendora Ave., *city of* Glendora,  
*state of* CALIFORNIA *Prize Share has been issued in strict*  
*conformance with all codes and regulations governing the*  
*dispatch of such documents. This Prize Share must be returned*  
 NO LATER THAN NOVEMBER 7, 1996 *along with 4 (four) other Shares*  
*to constitute a valid entry into the \$5,000,000.00 Grand Prize*  
*Sweepstakes presented by The Reader's Digest Association, Inc.*

TOTAL INTEREST ACCRUAL \$ 50,000.00

Over one year if initial \$1,000,000.00 payment check was invested in an account bearing 5% interest.

GUARANTEEING AWARD OF ALL PRIZES

W.H. Magill

Signed by:

ASSISTANT TREASURER

Ronald J. Leslie

Countersigned by:

SWEEPSTAKES DIRECTOR

OCTOBER

28

OCTOBER

30

NOVEMBER

2

NOVEMBER

4

NOVEMBER

6

Affix one cash indicator label according to response date

Place one Cash Indicator Label in the area above that indicates your response date. You will be paid \$24,000.00 per Share if you are responding by October 28, 1996 and your Shares are chosen as winning documents.

REGISTERED

\$1,000,000.00

2 of 5 shares

SHARE

\$1,000,000.00

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ASSISTANT TREASURER

Ronald J. Leslie

Countersigned by:

SWEEPSTAKES DIRECTOR

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- OCTOBER 28
- OCTOBER 30
- NOVEMBER 2
- NOVEMBER 4
- NOVEMBER 6

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REGISTERED

\$1,000,000.00

3 of 5 shares

SHARE

\$1,000,000.00

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*W.A. Magill*  
 Signed by: ASSISTANT TREASURER

*Ronald J. Leslie*  
 Countersigned by: SWEEPSTAKES DIRECTOR

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- NOVEMBER 2
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REGISTERED

\$1,000,000.00

4 of 5 shares

SHARE  
\$1,000,000.00  
ENTRY

ISSUE  
OS7127/02  
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ASSISTANT TREASURER

*Ronald J. Leslie*  
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REGISTERED

\$1,000,000.00

5 of 5 shares

PRIZE SHARE

SHARE

\$1,000,000.00

ENTRY

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- 30
- 2
- 4
- 6

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*Reader's Digest*

# CATALOG

Books • Music • Videos • Gifts

USE THESE STAMPS

To Order: Select products from Catalog, detach appropriate stamp(s) and paste in box(es) on Order Form.

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Place ONE of  
these Labels  
on Each  
Prize Share

CASH  
INDICATOR  
LABEL

CASH  
INDICATOR  
LABEL

CASH  
INDICATOR  
LABEL

CASH  
INDICATOR  
LABEL

CASH  
INDICATOR  
LABEL



ALICE'S  
ADVENTURES IN  
WONDERLAND/  
THROUGH THE  
LOOKING GLASS

450478



JAMES  
HERRIOT'S  
TREASURY FOR  
CHILDREN

022350



SANTA CLAUS  
AND MRS.  
CLAUS

070268



CHILDREN'S  
ARTS &  
CRAFTS SET

071084



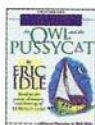
SNOW WHITE  
AND THE SEVEN  
DWARFS AUDIO  
AND BOOK

680934



CLASSICS FOR  
KIDS AUDIO  
BOOKS

680942



THE OWL AND  
THE PUSSYCAT  
AUDIO BOOK

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THE BALLAD OF  
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AUDIO, BOOK  
AND TOY

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A TREASURY  
FOR BEGINNING  
READERS

450502



SCIENCE  
CRAFTS FOR  
KIDS BOOK  
AND KIT

452359



DELUXE  
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BASKET

071126



COMPLETE  
BOOK OF  
EMBROIDERY

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021626



COMPLETE  
GUIDE TO  
SEWING

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PLEASE  
PLACE  
POSTAGE  
STAMP  
HERE

Affix  
FULL VALUE  
Seal Here  
If Replying By  
Oct. 28, 1996

READER'S DIGEST  
PO BOX 73  
PLEASANTVILLE NY 00401-0073

ATTN: PROCESSING DEPT.

