

An Urgent Note
from the Office
of Walter Pearce

**CONFIDENTIAL
AND PERSONAL**



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Dear Subscriber:

When Neil George told me that you hadn't sent your renewal instructions for *Personal Finance*, I was stunned — and more than a little disappointed. I just had to write and figure out why we haven't heard from you.

Did we fail you somehow?

Maybe you can get along without *Personal Finance*.

I mean — with thousands of sources to choose from, maybe you consider *Personal Finance* "just" another reference.

Not true! I don't have to remind you that *Personal Finance* won or placed as the Newsletter and Electronic Publishers Association's Best Financial Advisory Newsletter an amazing 8 times!

... at **LESS THAN 18 CENTS A DAY**, you're getting one of the best bargains in publishing — 5 highly-respected analysts with proven track records for the cost of one.

Other subscribers have already renewed and are enjoying peace of mind and a **NEW** level of financial security.

In 2003, subscribers who followed some of our portfolio picks racked up **TWICE AS MANY GAINS** as the S&P 500.

This year has already seen dramatic shifts in the economy — and the coming year should be just as volatile. Is this really the time to be without the comprehensive wealth-building strategies you find in every issue of *Personal Finance*?

We're already gearing up for the new year. Our mission: to find investments poised to do 10 times better than the S&P — and we want you along on the hunt!

I need your help!

Your subscription is about to expire. When you renew today, I'll personally see to it that you don't miss a single issue. Not one.

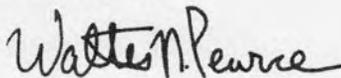
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We can't cover every worthwhile investment in depth in your regular subscription. Instead, we collected the **BEST VALUE STOCKS** in little-known or under-appreciated sectors. Get them **FREE** when you renew today. See the **Renewal Savings Coupon** above for more details.

For fastest service, call toll-free (800) 832-2330 or renew online at www.pfnewsletter.com/renew.

I'll tell Neil to look for your response.

Best regards,



Walter N. Pearce
Publisher

P.S In my unbiased opinion, we have the most cordial, best-trained customer service reps you're likely to come across. If you ever have a problem that they can't solve, just ask for me. It'll be my pleasure to help you personally.

