



VALHALLA

P.O. Box 1218
Minneapolis, MN 55440

For Customer Service call:

1-866-575-7302

M-F 7:30 - 5:30 CST

Email: ValhallaDVD@cust-serv.net

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Mr. Smurfslayer
1111 East Broad Street
Richmond, Virginia 23219



Dear Mr. Smurfslayer

February 6, 2008

Recently you received a special opportunity to preview the first video in the *Personal Firearm Defense DVD Series*.

As a special bonus, the Defenders of Freedom Collector's Series is FREE to you for joining the *Personal Firearm Defense DVD Series*. Included with your DVD, you received a coin that features the inspiring words of George Washington. With future DVD's you'll receive additional collector's coins featuring America's most notable patriots, reminding everyone who sees them of our right to keep and bear arms. With your next DVD you will also receive an exclusive NRA coin presentation album to display and protect your collection. The Defenders of Freedom coins and presentation album are yours, absolutely FREE, just for participating in the *Personal Firearm Defense DVD Series*.

Could you defend yourself if attacked at an ATM machine? Could you effectively and safely defend a family member if someone was threatening them? The *Personal Firearm Defense DVD Series* shows you expert defensive shooting strategies that will make you a more prepared and confident gun owner.

The *Personal Firearm Defense DVD Series* is a product of the Valhalla Shooting and Training Center in Colorado, the most progressive personal defense training program ever developed. Your instructor is Rob Pincus, Director of Valhalla. Rob has taught advanced firearm defense techniques to military and law enforcement groups worldwide -- and now his instruction is available to you. In this series, Rob teaches you advanced shooting techniques, home defense tactics, the proper balance of speed and precision, how to use cover, how to deal with a threat in low light situations, unorthodox shooting positions, the best ways to defend yourself with a gun in public and many other invaluable defensive shooting lessons.

If you'd like to keep the DVD and preview the latest volumes in the *Personal Firearm Defense DVD Series* about every 2-3 months, just mail your Reply Form (below) and payment in the enclosed envelope today. There are no minimum purchase requirements and you can easily cancel your participation at any time – no questions asked.

Due to postal changes, if you can't participate in the collection and wish to return the DVD, please remove the disk from its plastic case, and insert it along with your Reply Form into the white Merchandise Return Envelope enclosed, along with the attached Business Reply Label. You may keep, recycle or discard the plastic case.

If your payment is in the mail, thank you! If you're undecided, I ask that you give the series a chance and send your Reply Form (below) and payment today. If you've returned the DVD, please excuse this letter. I look forward to your reply! Thank you.

Sincerely,

Robert J. Pincus
Valhalla Shooting and Training Center

P.S. The *Personal Firearm Defense DVD Series* first step in gaining the confidence and skills you need to effectively defend yourself and those you care about from a personal attack. Mail your payment today and join this amazing series!

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Detach here and return Reply Form with payment or DVD.

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VALHALLA

February 6, 2008
David Yates
4007 Adrienne Dr
Alexandria, VA 22309-2607

Personal Firearm Defense DVD Series

REPLY FORM

This reminder reflects our records as of the date it was printed.

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Thanks for the Defenders of Freedom coin. It's mine FREE just for watching *Combat Focus Shooting & Home Defense Tips*.

Make check payable to **Valhalla DVD**
and mail to:

VALHALLA CS
P.O. Box 1592
Minneapolis, MN 55440

- I'm keeping *Combat Focus Shooting & Home Defense Tips* and have enclosed payment of \$12.95. I'd also like to preview other selections in the *Personal Firearm Defense DVD Series* every 2-3 months at the regular price plus shipping and handling.
- Thanks for the special offer but I'm returning the disk (without its case) along with my Reply Form in the Merchandise Return Envelope. Please send no further DVDs.

Address change on back My E-Mail Address is: _____ I am interested in future e-mail offers.

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