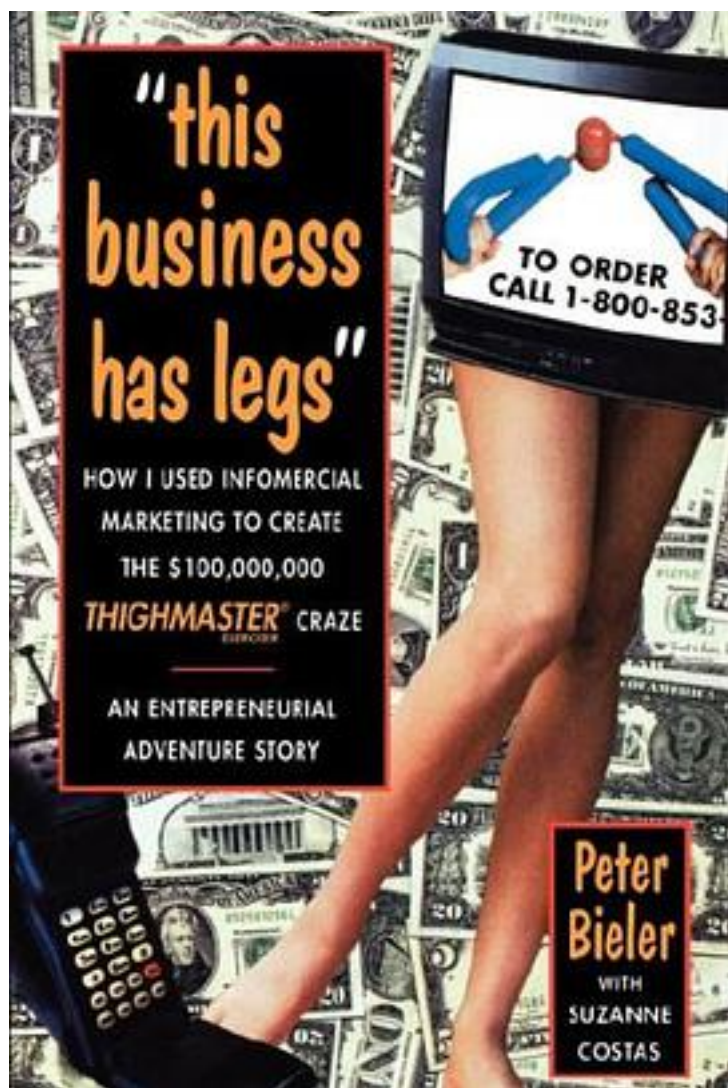


"This business has legs"



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"Only in America could a would-be monk convince a faded television star to pitch a rehabilitation device designed for Scandinavian skiers and create a nationwide sensation. The marketing strategy alone is worth the price of admission." --Paul B. Brown Special Correspondent for the Business News Network (BNN) and coauthor of Customers for Life "This is the first time the person behind a fad lays out the whole marketing strategy he used. Even I learned a lot." --Bob Rice Pet Rock Promoter "Within a matter of months, Peter Bieler created a \$100,000,000 industry out of nothing. This fascinating book chronicles step-by-step how he did it." --Steve Dworman Publisher, Infomercial Marketing Report "As a jack, in an emergency, if you have a very small car ...As a rack to dry homemade pasta ...Prop it on its side and presto! Twin picture frames ...Have it bronzed and claim it's a very early Henry Moore ..." --Diane White columnist for The Boston Globe on alternate uses for the ThighMaster See Inside for Exciting Contest Details!

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