

YOU UTILITY.



It's the new Pilot, with more functionality, more smarts and more ready-for-anything spirit than any Pilot we've ever built. Features like enhanced third-row seating, standard Class III trailer hitch, available rearview camera and DVD rear entertainment system help make you, more useful.

THE NEW PILOT
RIDE READY.



pilot.honda.com

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Evaluate the **Honda Pilot ad** and indicate your evaluation for each pair of adjectives below (circle a number from 1 to 7 to indicate how you would describe the ad).

bad 1 2 3 4 5 6 7 good

like 1 2 3 4 5 6 7 dislike

boring 1 2 3 4 5 6 7 interesting

uncreative 1 2 3 4 5 6 7 creative

informative 1 2 3 4 5 6 7 uninformative

Generate income for retirement

▶ You've spent
four decades
growing your
nest egg.

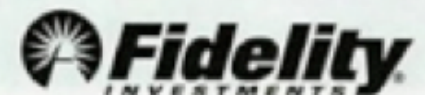
Time to crack it open.

Retirement income. Now made easier.

Congratulations. You made it. Now you just need a strategy for spending it. We have the products and tools to help with that, so you can easily set up regular monthly payments based on your needs. After all, it's your time to live the retirement you're more than ready for.

CALL 800.343.2571 or your own advisor.

CLICK [Fidelity.com/retirementincome](https://www.fidelity.com/retirementincome)



Smart move.®

Investing involves risk, including the risk of loss.

Fidelity Brokerage Services, Member NYSE, SIPC 468542

Evaluate the **Fidelity ad** and indicate the degree to which you agree or disagree with each of the following statements on a scale of 1 (strongly disagree) to 7 (strongly agree).

The Fidelity ad is a good ad.

strongly disagree 1 2 3 4 5 6 7 strongly agree

I do not like the Fidelity ad.

strongly disagree 1 2 3 4 5 6 7 strongly agree

The Fidelity ad is interesting.

strongly disagree 1 2 3 4 5 6 7 strongly agree

The Fidelity ad is a creative ad.

strongly disagree 1 2 3 4 5 6 7 strongly agree

The Fidelity ad is not informative.

strongly disagree 1 2 3 4 5 6 7 strongly agree

Imagine if aging could be postponed indefinitely.

New. Re-Nutriv Ultimate Youth Creme

THE INSPIRATION

Skin's "longevity genes." Research by Estée Lauder scientists working with biologists from a major university has indicated that a specific group of "longevity genes," including one called SIRT1, helps regulate the lifespan of our skin's epidermal cells.

Inspired by these discoveries, Estée Lauder developed a revolutionary moisturizer that helps dramatically prolong skin's youthful appearance.

THE BREAKTHROUGH

The Youth Molecule — Resveratrol. It's precious. Powerful. And exclusively ours. This remarkable innovation helps extend the youthful look and vitality of your skin to an astonishing degree.

The secret lies in a scientific breakthrough: the creation of Resveratrol. A more potent, stable and time-released form of Resveratrol, it was shown by in vitro testing to provide 6 times more protection from environmental damage, more than doubling the survival rate of skin cells.

THE CREME

With 23 patents pending worldwide, new Re-Nutriv Ultimate Youth Creme is a perfect fusion of science and luxury. At its heart lies the Youth Molecule, supported by rare and precious ingredients.

Use Ultimate Youth Creme faithfully and you'll see results instantly and far into the future. Skin's entire surface looks illuminated by an inner source of energy, strength and perfect health. Fine dry lines are plumped away with refreshing moisture. Skin's clarity and even tone visibly improve.



THE LOOK OF YOUTH, PROLONGED.

Day after day, year after year, skin stays vibrant, hydrated and healthy. The look is breathtakingly beautiful. And apparently ageless.

Experience a future of endless beauty, with the power of new Re-Nutriv Ultimate Youth Creme. Only from Estée Lauder.

ESTÉE LAUDER
Re-Nutriv

Indicate your evaluation of **Estee Lauder** using each pair of adjectives below (circle a number from 1 to 7 to indicate how you would describe the Estee Lauder brand).

bad 1 2 3 4 5 6 7 good

like quite a lot 1 2 3 4 5 6 7 dislike quite a lot

pleasant 1 2 3 4 5 6 7 unpleasant

poor quality 1 2 3 4 5 6 7 good quality