

INDUSTRY CONNECTION • NEWS FOR SPORT & BUSINESS SINCE 1955

## Masters To Support First Shots



FMG Publications has announced its Shooting Industry Masters three-gun competition will now support the First Shots program of the National Shooting Sports Foundation (NSSF). For six years, the Masters has raised money to support NSSF's Step Outside program. At last year's event, FMG Publications raised \$16,500 during its Masters raffle, bringing the total amount the company has donated to NSSF to increase its efforts through Step Outside to nearly \$55,000.

That support will now be directed to First Shots.

***“First Shots is clearly the program of today, because it’s a more direct way of targeting areas and focusing on getting new shooters involved.”***

~ Steve Sanetti, NSSF president

“Our goal has always been to support the NSSF program that most directly increases the customer base. That’s why we so vigorously supported Step Outside. While it’s still a great program, we have noted with great interest the tremendous success of First Shots, and want to assist that program in its efforts to introduce new people to shooting,” said Randy Molde, Masters chairman.

Steve Sanetti, NSSF president, welcomes the shift in support to First Shots.

“This is a good, timely move and something we appreciate. First Shots is clearly

the program of today, because it’s a more direct way of targeting areas and focusing on getting new shooters involved — running ads, getting them to the range, actually get them shooting. It’s had very impressive results,” Sanetti said. “First Shots puts the concept of Step Outside — making new shooters — into action.”

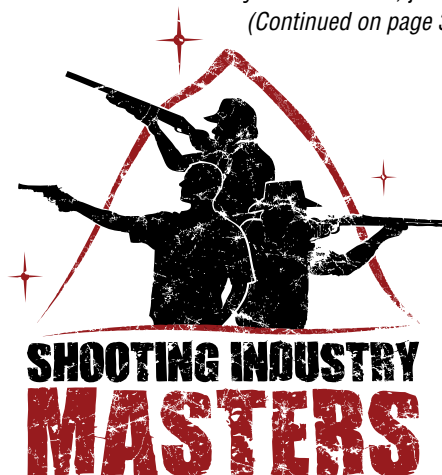
Sanetti, who has participated in every Masters event, praised FMG Publications for its ongoing support.

“FMG has been a phenomenally good supporter of NSSF’s efforts to recruit and retain shooters. They are a great partner and we hope the partnership continues for a long time to come,” Sanetti said.

Sanetti also challenged companies to take part in the 2009 Shooting Industry Masters.

“The Masters is one of my favorite events. It’s just plain fun. It’s got it all. The camaraderie, the give and take, the friendly banter. Here’s a chance for a company to come out on the friendly field of battle, join

(Continued on page 3)



## American Handgunner Number One With Barnes & Noble Customers

A recent report outlining Barnes & Noble newsstand sales lists *American Handgunner* as the number one seller in the book-selling giant’s Weapons category.

“We’re thrilled to be selling so well in such a popular national chain store,” said Roy Huntington, *American Handgunner* publisher, “but we’re not completely surprised either. I hear from new readers all the time after they buy *Handgunner* for the first time. They love the features, pictures, writers and especially our humor. This top ranking just confirms it.”



### Dear Editor:

I just wanted to relate how much I enjoy my ongoing subscription to *American Handgunner*, and read each issue almost cover to cover (even the advertisements). I thoroughly enjoy ALL your writers and their personal reflections of the past, present and possible future, but again being a six-gun lover, I especially relish the articles by John Taffin. Thanks, your Editorship. Don’t change a thing. Besides, it’s hard to improve on near perfection.

P.S. I also try to use your advertisers whenever possible and let them know I saw their ad in *American Handgunner*.

~ DDW, Albuquerque, New Mexico

### NRA Membership Tracker

**INSURE YOUR GUN RIGHTS**  
**Get A FREE NRA Membership**  
 With An FMG Publications Subscription

Number of new NRA members recruited by FMG Publications online offers from September 2008 to April 2009:

**3,463**

# REP RAP

FMG insiders speak



**Steve Evatt** American Handgunner

## More Eyes On Your Sales Message

You probably know by now that all of our publications except the Special Editions are now available in a digital format as well as in print. What you may not have thought of is how many more new "eyes" will be seeing your products than ever before!

With *American Handgunner* for example, you not only have the attention of our 123,000 print readers, there is now a potential of hundreds of thousands of online readers who may not ever see the print version. When you add the fact that online viewers can click on your ad and be whisked away to your website, the potential for driving sales upward is exhilarating. If you haven't yet viewed our digital versions, give them a try by visiting [www.americanhandgunner.com](http://www.americanhandgunner.com). Just click the "read May/June issue now" link and have fun!

Several years ago in FMG News, I wrote a little piece about Coke and Pepsi and the gist remains the same even today. Have you ever noticed that in good times or bad, periods of high volume trade or low, Coke and Pepsi always keep their message coming at you? They never let up, and that's because executives in both companies know that even a little break from advertising gives the advantage to the other guy!

How about you? Are you backing off on the message because "money is tight" or perhaps because of a backlog of orders, you feel you "don't need to advertise"? Either strategy could come back to haunt you. Let me help you keep your message up front with FMG Publications.

Drop me a line at: [steve@americanhandgunner.com](mailto:steve@americanhandgunner.com) or call me at (800) 533-7988. 'Til next time ...

**CLICK Through The Latest Issue**

[www.americanhandgunner.com](http://www.americanhandgunner.com)



**Jeff Morey** GUNS Magazine

## Threat vs. Opportunity

The world is changing. Two venerable newspapers whose publication reaches back into the days of the Wild West, *The Rocky Mountain News* and *Seattle Post Intelligencer*, have closed shop.

Print media, in general, has been bucking a strong headwind. So, concerned friends constantly ask me how *GUNS Magazine* is doing. The answer is: we are thriving. And, the reason we are thriving is that we have always viewed the digital revolution as an opportunity rather than a threat. Right now, Internet readers can access our current editions at no charge. This means our readership is increasing exponentially. This also means our advertisers will benefit significantly from this technological turn of events.

What do I mean? Here is how it works ...

**Whenever an internet reader of GUNS Magazine comes across an ad which interests them, all they have to do is click on it and they'll be immediately connected to the advertiser's website.**

This means advertising in *GUNS Magazine* will significantly impact the unique visits your own website will receive. This also applies to products covered in our "New Product" section. I especially enjoy compiling that section of each month's edition. From now on, whenever an Internet reader clicks on any of the items covered in our "New Product" section, they will also be immediately connected to the website of the manufacturer or distributor of that item. The digital edition of *GUNS Magazine* is designed to be a ready portal for our readers to immediately access our advertisers.

Our digital editions will also broaden the effectiveness of our "Catalog Showcase" editions. If the advertiser has supplied their catalog in pdf format and purchased into our FMG Digital Program, readers will be able to click on the "Catalog Showcase" ads and immediately gain access to the advertiser's full digital catalog. If you're interested in participating in the FMG Digital Program, call me and I will provide our rates for this exciting new approach to gaining new business.

There are even advertising possibilities available in our digital edition that aren't available with our print edition. For instance, you can run a "News Ticker" ad. Such an ad crawls across the top of each digital edition. And, if you haven't ran an ad in our hard copy edition but want to advertise in our digital edition, you can do that too!

So, I've explained why *GUNS Magazine* is thriving. Call or e-mail me at (800) 426-4470 or [jeffm@gunsmagazine.com](mailto:jeffm@gunsmagazine.com) and we can work out a digital program that will help your company thrive in these challenging times.



**Delano Amaguin** American COP

## New Economic Wealth In Tough Times

On February 17, 2009 President Obama signed the American Recovery and Reinvestment Act of 2009 into effect thereby releasing \$2 billion in resources that have been made available to state and local law enforcement. The Edward Byrne Memorial Justice Assistance Grant Program (JAG) has been established to provide local government with available funds to purchase much needed equipment.

At *American COP* we would like to make you aware of this easy way to take advantage of the grants and other monies that are available to your agencies. You can learn more about the JAG Grant as well as instructions on how to apply for the Grant money at: <http://www.ojp.usdoj.gov/BJA/recoveryJAG/recoveryjag.html>.

How do advertisers take advantage of this newfound wealth in these tough economic times? Come up with an advertising plan that gets the most exposure across as many different areas as possible. The July/August issue of *American COP* will not only go out to subscribers but will also get bonus distribution to attendees of the Police-Security Expo in Atlantic City. Not only that but every advertisement, spotlight and story in *American COP Magazine* is featured in an online interactive edition on our website. Competitor's magazines are limited to a one to two month shelf life. All of the *American COP* issues from the Premiere issue to the most current issue are available to read from our website. A reader can click on an ad from a 2006 issue and be taken directly to the company's website.

The July/August issue of *American COP* will be distributed at the Police Security Expo in Atlantic City. The main focus of the issue will be Uniforms and Equipment. We

will also have columns dedicated to tactics and training to make sure that cops get home safe. The deadline to reserve space in the July/August issue is May 1, 2009. Artwork is due by May 6, 2009.

For more information feel free to contact me at (888) 732-6461 or e-mail to: Delano@americancopmagazine.com



## Buying A Gun Is Only The Beginning

Scott McGregor Special Editions

It's April already and we're working on the 2010 *GUNS* Special Edition. We've got a great lineup for this issue:

- Three ARs
- Customize the 10/22: Factory to Cool in 24 Steps
- Perfect Packin' Pistols
- Kimber Montana .338 Federal
- Desert Tactical Arms Bullpup
- Knives for Gun Guys
- The Pen-Ultimate Defense
- Sig Sauer's New 226

We've got a little bit of everything for the gun enthusiast. The hottest segment of the firearms market right now is the AR and black gun market. These guns have been accepted as fun, viable hunting rifles and sporting arms. Part of the appeal is the accessory market and the fact it is relatively easy to personalize each person's AR15 as most parts simply bolt on the gun.

I recently returned from the 2009 Superstition Mountain Mystery Three Gun match in Phoenix. There were 245 competitors, all of whom had their gear set up to their liking. The accessory market is hot and competitive and the 2010 *GUNS* Special Edition is the place to show your company and your products. Remember, the gun is only the beginning, a gun buyer will most likely be looking for accessories right from the moment of purchase. Before working with FMG, I often bought products based on seeing them in FMG Publications.

Let me help get your products and company more of the exposure you need. Contact me for more information on the 2010 *GUNS* Special Edition or any of the other FMG titles. Don't forget about our Website Showcase. For a very small fee, we will feature your website in the special showcase section in the 2010 *GUNS* Special Edition.

With the average ad costing less than half of one in our regular issues of *GUNS* or *American Handgunner*, the FMG Special Editions are a great value when marketing budgets are tight.



## Where Optics And High-Tech Meet

Anita Carson Shooting Industry

*"I'd rather have a good scope than a good gun!"*

Those words were uttered to me once during an industry event. And though not everyone may agree with exactly those words, it probably echoes your own sentiments that a good scope is just as vital as a good gun.

The June issue of *Shooting Industry* will take a close look at the optics available today and educate dealers in what they should know about optics that will increase their sales. As you know, a customer who's not knowledgeable about scopes, binoculars or spotters will often leave the store with the least expensive item in the hopes it will satisfy their hunting and outdoor needs. Education and training are vital in selling optics and *Shooting Industry* will assist the

dealers in this endeavor.

In the June issue, *Shooting Industry* will also help the dealers with their e-commerce solutions and gunshop software. I'm sure I'm not the only one who finds themselves hopelessly befuddled by the voluminous amounts of e-commerce information available for retail stores. We'll help dealers untangle the web of information and show them what's available and what is vital in an article called "High-Tech Business."

The Shooting Industry Masters still has openings for teams to join in the fun scheduled for July 24 and 25 in Hartford, Conn. Our three-gun shooting match features handgun, rifle and shotgun events. Whether you're a professional shooter or simply wish you were, this is the event for you. Two days of shooting, eating and boasting with your friends makes for a wonderful summer event. The best part is that this event is held to raise funds for the NSSF's First Shots program. Call or e-mail me to find out more about this celebration.

Don't forget that the June issue of *Shooting Industry* has a sales closing date of April 29.

WORRIED YOU CAN'T HIT THE BROAD SIDE OF THIS?



WE DON'T CARE. NOBODY HAS TO KNOW.  
AND WE WON'T TELL.

ENTER YOUR TEAM IN THE 2009 SHOOTING INDUSTRY MASTERS

### Masters To Support First Shots

(Continued from cover)

us and have a great time and show your support of the NSSF, FMG Publications and the First Shots program," Sanetti said.

The Seventh Annual Shooting Industry Masters will be held July 24 and 25, 2009 at the Hartford Gun Club in East Granby, Conn. This year's competition has been expanded to accommodate 50 teams.

"Based on the success of the Masters and the tremendous feedback we've received, we are expanding the event to two days of shooting," Molde said. "We're also happy to announce that we have a record number of sponsors for this year's event.

The response has been impressive."

The 2009 Masters sponsors are: **Aimpoint, Benchmade, Black Hills Ammunition, BLACKHAWK!, Brownells, Cor-Bon, Crimson Trace, DPMS/Panther Arms, Ellett Brothers, EOTAC, Gunsite, Howard Leight, Lansky Sharpeners, LaserMax, MGM Targets, Remington, Ruger, and Smith & Wesson.**

For more information on entering a team in the 2009 Masters, donating products for the raffle (with all proceeds going to First Shots), and other details, visit [www.shootingindustry.com](http://www.shootingindustry.com), or call Elizabeth O'Neill, at (800) 537-3006, ext. 279; e-mail: [elizabeth@shootingindustry.com](mailto:elizabeth@shootingindustry.com).

## AMERICAN HANDGUNNER®

From the Editor:

Roy Huntington

### Beer Budget .380s

We've been accused of catering to the high-end handgunners and ignoring the more "affordable" brands. That's simply not true and *Handgunner* has a long track record of covering the mainstream brands like **Ruger**, **Taurus**, **S&W**, **Charter Arms** and even **EAA**, **Bersa** and heaven forbid — **Hi-Point!** But it's the high-end fancy stuff that seems to stick in everyone's minds. So in order to try to make something stick that doesn't cost an arm and a leg, we're going to look at "Beer Budget .380s" in the Sept/Oct 2009 issue. Get ready to rock with names like Taurus, Kahr, Bersa, Hi-Point(!) and Ruger. While not all exactly beer-budget, all are very definitely in the affordable category.

Clint Smith, normally on the "outside" of a gun-store counter, spent some time behind the counter working in a friend's gun store. What he learned is eye-opening on many levels. While we all have encountered rude — or worse — gun store commandoes (and Clint agrees), he was surprised to see some of the attitudes many of the customers displayed. The next time you go into a gun store, as Clint reminds us, "Keep in mind you get more with a smile — than not."

What do you do with your collection after you die? Well, you don't do anything — but your family is stuck with the obligation. Are they informed as to the value, how to



Ruger's LCP (top) and Kahr's new .380 are at the top of the "Beer Budget .380" heap.

take care of them, how to sell them if that's necessary? Alex Hamilton takes on some of those tough questions in his Pistolsmithing column. Alex says gunsmiths are often the ones grieving families reach out to, often in desperation, when left with a gun collection from a loved one. Making some arrangements beforehand can simplify things during a tough time.

## AMERICAN COP

From the Editor:

Suzi Huntington

### Too Much Stuff!

Cops are gear-hogs — absolutely. But let's take it a step further and say the best cops are gear-hogs, the guys and gals who shop with a keen eye for tools, equipment, training and more. Basically, anything that will help them do their jobs better — and safer.

We're not talking about "Captain Gadget," the guy who always has the latest widget. You know him, the one who buys the newest cell phone, newest laptop, newest weird off-duty gun and the list goes on? The cops we're talking about buy solid goods, things with reputations in the real world, things from companies with track records, products their peers recommend, proven performers — or new things that make sense and answer needs.



Revolvers remain popular and Tuff Product's Tuff Strips now offer ways to carry spare ammo for .38/.357, .40-.45 and even .50+!

To help you sort through at least some of the "stuff" out there, we've tasked our writers and readers to help us select some of the "best" stuff they've come across. And the difference is we actually get this stuff and play with it, or readers report on it, or we use it at a factory demo. Some are old-school, some new and some, well, hard to classify — but they do make sense. From uniforms to all the doo-dads we use every day, get ready for an eyeful. Think of it as the "Ultimate Cop Goodie Guide" — and it's only available in July/Aug *American COP*.

We're also going to take on something sure to raise hackles and eyebrows. There's a new, almost alarming deadly ammo only

available to LE, manufactured by a company called **Le Mas**. Our feature covers testing done under laboratory conditions and scientific guidelines on anesthetized pigs. This is groundbreaking work, and the ammunition is sure to become controversial. It's graphic — and telling, so leave your squeamish hat at the door. Wade in and give us your take on it after reading. Do cops need this kind of performance — or not? Read about it in the July/Aug *American COP*.



ASP Cuffs come in a surprising array of colors — but why? Real cops will get the answer in the July/Aug issue.

AMERICAN COP DIGITAL EDITION

View the latest issue now!  
[www.americancopmagazine.com](http://www.americancopmagazine.com)

## SPECIAL EDITIONS

From the Editor:

Sammy Reese

### The One "Fever" I Enjoy

It's official, I've been diagnosed with spring fever. Spring fever is similar to the common cold — there is no cure. Sure there are meds you can take to relieve the symptoms of the cold, but spring fever is totally different.

As the outside temperature warms I start to feel the fever coming on. The flowers are starting to bloom. Pollen is blowing in the wind causing my allergies to kick in — at least I can take meds for the allergies. I find myself pulled to the outdoors, I want to be outside all the time. I have to keep an eye on my watch during range sessions. I've been late getting home a time or two lately.

I passed on the fever to my kids too. My son won't come in from playing outside until his mom threatens him with no dinner. My arms are bigger from pumping his BB gun to the tune of a box of BBs per session. My daughter is back on the horse in the literal sense. Seeing her happy on a horse's back makes me smile.

Take advantage of the warmer weather and get outside. Shoot up some of the ammo you've been hoarding, go varmint

hunting, prep your gear for spring turkey and the dove opener. If you're not a hunter, go fishing or take a walk in the woods. Take your kids. They will be just fine without *Sponge Bob* and The Wii for awhile. Pass on to them the same fever you have and don't forget to take your camera.

The Doc told me there is no cure for spring fever — just enjoy it while it lasts.

# GUNS®

From the Editor:

Jeff John

## GUNS Goes Long Range

Long-range shooting is becoming of more interest to shooters as they learn about the success of the American Military in Iraq and Afghanistan. **Kimber** now offers a Police Tactical Rifle in .300 Winchester Magnum for those shooters who really want to reach out with their shooting skills. The rifle is based on Kimber's controlled-round feed 8400 long action and has a large oversize bolt knob to speed manipulation.

Ours is topped with a **Leupold** Mk 4 6.5-20X scope. Dave Anderson managed to wrangle a few boxes of **Hornady** Tap ammo for the test in addition to a variety of commercial loads.



The new Kimber Tactical Police rifle is now available in the far-shooting .300 Winchester Magnum cartridge.

Since this is our shotgun-theme issue, John Barsness discusses the variety of modern goose loads for today's hunters. Loads from **Remington** Wingmaster HD, **Federal** Heavyweight Shot and **Winchester** Xtended Range HD were tested in the game fields of Alberta, Canada. John's wife Eileen shot a Beretta Urika 12 gauge and John shot his Remington 870. With the modern loads made up of materials much denser and heavier than conventional steel shot, John and his wife made many more one-

shot stops than is normal with steel shot.

Based on their hunting experience with the new dense shot, John and Eileen believe the 3" 20-gauge is going to deliver just as many geese as a 12 gauge but with much less recoil. Next year, Eileen will hunt with a new **Browning** Gold 20-gauge self-loading shotgun.

And speaking of shotguns, those serious scattergun fans always have a soft spot in their heart for the "sweet 16." John shows how to wring out the best performance from these mid-bore 16-gauge guns with components from Ballistic Products and **Fiocchi**.

Other guns and gear tested in this issue is the new **Les Baer** Police Special AR-15 .223, a 16"-barreled version of the AR with a collapsible stock designed for the patrolman or home owner looking for a self-defense carbine. Mas Ayoob wrings out **Kahr's** new P380, a 10-ounce polymer frame .380 ACP and Jacob Gottfredson tests two budget-priced binoculars from Leupold.

# SHOOTING INDUSTRY®

From the Editor:

Russ Thurman

## Shooting Industry Enhanced

In the April issue of *Shooting Industry*, we introduced a number of enhancements to better serve our readers and to harness the features of our digital editions.

Our interactive digital editions have received "rave" reviews. Beyond the "very cool" real-time, page-turning feature, the Web-based magazine permits us to deliver more information rapidly to our readers. For example, the cover of April's digital edition is different than the printed version, and features a number of enhancements. Click on the cover's tag logo "SI Digital Video" and you'll be taken to our 2009 SHOT Show story where you can view a video of the State of the Industry presentation.

Also on April *Shooting Industry's* digital cover, as part of the 2009 Catalog Showcase, are the covers of **ArmaLite's** and **Ellett Brothers'** catalogs. Click on the catalog covers and you'll jump to the Showcase. Click on ArmaLite and Ellett Brothers' Showcase entries and you can view these companies' catalogs, digitally enhanced with turn-page and zoom-in/out features.

Our digital editions also vastly expand the reach of our advertisers' messages. All the ads in the printed version of *Shooting Industry* are "published" in the digital edition — at no extra charge. This is another way we add value for our advertisers.

We're also enhancing the way we handle readers' requests for information from advertisers. For decades, we have published and processed Reader Service Cards, which permitted dealers to request an advertiser's catalog. To vastly reduce the response time for those requests, we are now providing direct links to our advertisers' Web sites on the Reader Service page in *SI Digital*.

**Providing this "instant request" system is but one of the enhancements we are making to better serve our readers and advertisers.**

And you can expect more expanded features and information in future digital editions. How about digitally embedded videos on how to sell companies' products? We're working on it. How about holograms where you can hold and examine a digital version of a firearm? OK, we're really not working on that. However, you never know what we may introduce next.

*Shooting Industry* has been the industry's business magazine since 1955; however, we're not stuck in the past or sitting on our laurels. We're in business, just like you, and that means we're always in the pursuit of doing what we do better — in ways that deliver the most to our readers and value to our advertisers.

If you're not a subscriber to *Shooting Industry's* digital edition, now's the time to sign up. Visit [www.shootingindustry.com](http://www.shootingindustry.com).

As always, I welcome your thoughts. E-mail me at [russ@shootingindustry.com](mailto:russ@shootingindustry.com).

# Economic Relief

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# BACK BLAST

& OTHER HOT GASES

## Hey Officers! Check Out My SUV!

Like in real estate, it's all about location, location, location. And when you're smuggling copious quantities of dope, hangin' around the front door of a police station is definitely the wrong location.

When a barge-sized vehicle came sputtering to a stop outside the regional police HQ in Trans Mara, Kenya, officers there couldn't help staring. After all, big, brand-new luxury SUVs aren't that common in the Rift Valley, particularly when they're piloted by a buncha scruffy dudes resembling, well ... drug smugglers. As the dooper-dudes milled around the steaming SUV lookin' skittish, officers got even more curious, then got up and moved toward them. And the chase was on!

The suspects managed to scamper away, but officers took possession of that bright shiny rig, which proved to be stuffed fulla

high-grade homegrown marijuana — which won't be making its way to the market. And the police get a pretty plush new patrol cruiser outta the deal.

## What Comes First?

First, launch the press release, then launch the rocket.

Last September, hundreds of millions of people around the world followed the successful launch and orbit of China's "Shenzhou VII," their third manned space mission. Radio listeners heard tense but confident transmissions between the technicians and the waiting astronauts. Finally, there was the countdown, and LAUNCH! Hundreds of technicians went wild cheer-

ing and screaming!

As the revelry died down, people again heard the astronauts reporting on various instruments, air pressure and such. Ten minutes later as the ship disappeared below the horizon, the official announcer told listeners "warm clapping and excited cheering breaks the night sky, echoing across the silent Pacific Ocean." The only problem was, it hadn't happened yet.

Yeah, the whole launch and initial flight was faked, accidentally released three hours before the real event occurred. Commentators could only observe that it was a very professional job, nicely executed. Since the release was done by Xinhua, the Chinese government's official news agency, they can't even claim it was done by "counter-revolutionary fascist gangs." Xinhua's only comment about the faked launch was that it was due to a "technical problem."

China has been increasingly accused of faking "news" on a grand scale recently, including their "technically enhanced" video of the Olympics' opening fireworks. One writer said of the launch story: "Watch for China's announcement tomorrow that the problem was traced back to the time machine they invented next month."



Illustration by Nick Petrosino

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