

5.

INSURE FIT AD for ALT. CARE DISTRIBUTORS

Making FIT Happen AD

Headline: Making FIT Happen

Identity: InSure® FIT™ Fecal Immunochemical Test for Early Detection

Subhead: *The Inconvenience and Mess of Fecal Occult Blood Tests Are Over*

Body: InSure® FIT™ is sensible home testing made simple, quick, and easy for you and your patients. Featuring a patented, water-based collection method, patients use the long-handled brush to swish the surface of the stool, dab the test card, and they're done.

And unlike other FOBTs, InSure® FIT™ is the only test for screening and prevention offering 87% specificity and 98% sensitivity for colorectal cancer plus it meets current American Cancer Society practice guidelines. And because InSure® FIT™ is the one test with no mess, this unique and convenient home screening solution promotes high patient compliance.

Subhead: *Help Your Patients Get FIT and Stay Healthy.*

Call to Action: For a limited time, InSure® FIT™ Physician Starter Kits are available for you to trial FREE. To learn more about how you can make FIT happen, contact your InSure® FIT™ Representative, click on www.insuretest.com, or call 1-800- 000-0000 (TBD) for further information.

Signoff: Enterix Logo, contact, copyrights, trademarks, and legal.

Visual: Toilet lid open / toilet seat with blue sky and white fluffy clouds

Support Visual: InSure® FIT™ product packaging, test card, and brush