

CLIENT: CVS Pharmacy  
PROJECT: Email  
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The content in this document is presented as drafted in its original form.

[Caremark Direct Mail letter:]

Dear [FIRST NAME LAST NAME],

Now you can easily and securely manage all your prescription benefits online. CVS Caremark has created a free personal web site just for you so that you can visit your CVS pharmacy at any time – and never even leave your home!

With your personal Caremark web site, you can:

- Order medicines at any time
- Save on your prescriptions
- Get the most out of your health plan
- Stay informed about your medicines and health conditions
- Chat with a CVS pharmacist

Go to **www.[first name][last name].caremark.com** to activate your personal Caremark web site now. Registration takes less than a minute.

While you're on the site, check out our video tour of the new Caremark.com.

Sincerely,

Your Customer Care Team

[Sidebar:]

Your health is important to us. CVS Caremark is committed to providing you with greater convenience and the most affordable prescription options to help you maintain optimum health and well-being.