

The following text is the before and after versions of what was seen on a separate newsletter subscription page for an online website selling pet products and produce.

Before:

Please sign up for our online newsletter. You will receive monthly news and specials in relation to our products.

After:

Your Pet Will Love You For Reading Our Free Newsletter

Any animal lover knows what a difference a pet can make to someone's life. And, with so many different pets out there, it's nice to know there's a reliable place to find everything your pet needs.

If you'd like to be kept in the know about how we can help you and your pet, sign up for your free newsletter and get the low down on hot specials and information about fish food, lizard lights, and everything in between.

You'll find fast ways to give your pet the best quality, at terrific prices.

And so easy too!

All you have to do is read your newsletter each month, and you'll have stacks of pet specials ready and waiting at your fingertips!

Your email information is always kept completely private, and will never be shared with any third party'.