**Attachment 4 Sample Email Invitation**

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| **Standard Email Invitation**  SUBJECT LINE: Your Latest KnowledgePanel Survey (%%ANO%%).  TEXT OF EMAIL: Dear %%firstname%%,    Thanks for being an integral part of KnowledgePanel®!  Your latest survey can be accessed by clicking the following link:    ">Click Here to Start Survey<   (If it does not work automatically from email, please copy the below link to your Internet browser).   %%Link%%    Our Panel Member Support Center is available if you have questions or comments.  You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation.  In order to better serve you, please be sure to include reference <span class="bold">#(%%ANO%%)</span> in the Subject of your message.  We are always happy to hear from you!    Thanks,  KnowledgePanel Support Team  http://www.knowledgepanel.com">www.knowledgepanel.com  This email was intended for %%firstname%%. |