



BEST MARKETING STUNT

\$1 Million Coupon for a House

Cape Coral resident Rich Ricciani doesn't pussyfoot around when it comes to coupons. Forget wasting your time with 20 cents off the broccoli or paper towels. How about \$1 million off a mansion? That was the coupon he offered Southwest Floridians for his \$6.9 million riverfront Italian villa at 1210 Gasparilla Drive in Fort Myers. Newspapers and television stations nationwide picked up on the offer after a PR firm helped get the word out. A 62-year-old retired accountant who went into buying and selling real estate, Mr. Ricciani built the seven-bedroom, 15,000-square-foot dream home for him and his wife, Linda. In retrospect, Mr. Ricciani told *The Los Angeles Times*, the home tied up too much of their retirement savings. The coupon has yet to be redeemed.

Details: No doubling up.

BEST FLEA MARKET STALL

The Shock Pitchman at Fleamasters

It's easy to get lost at Fleamasters Fleamarket in Fort Myers. Congested avenues of clothing, watches and sunglasses, flowers and puppies and plastic dolls endlessly lead to more. It's sensory overload, American-style. And everything mingles: the smell of sausage and hot pretzels and bottles of perfume. It's all worth navigating to stall Green 108, just to watch vendor James Edward Lira sell Shock, an all-purpose cleaner. Mr. Lira, 54, has been a traveling pitchman most of his life and knows pitches for 39 products, from Shock to Ginsu knives.



BEST WAY TO GET INTO THAT BIKINI

Fitness Together Fort Myers

You're not fooling anyone with those baggy clothes. So why not do something about it and hit the beach this summer in top shape? Fitness Together Fort Myers can help by pairing you with a personal trainer who will design a workout and

nutrition plan just for you. Because no two clients are alike, neither are the program at Fitness Together Fort Myers.

Details: 9671 Gladiolus Drive, Fort Myers, 337-2639

<p>ALL WHOLESALE FLOORING</p> <p>Come to our Industrial Park and Buy Direct from Manufactures!</p> <p>239-247-5225</p> <p>www.allwholesaleflooring.com</p> <p>16121 PINE RIDGE RD. #2, FORT MYERS FL 33908</p>	<p>TILE SPECIALS</p>		<p>LAMINATE SPECIAL INSTALLED!</p> <p>BASICS II 20yr. Warranty</p> <p>WITEX</p> <p>8 WOOD SPECIES</p> <p>FREE In-House Estimate FREE Installation FREE Carpet Removal FREE Carpet Disposal FREE Q-Round FREE 2in1 Underlayment</p> <p>VISA M.C. BBB</p>
<p>LAMINATES</p> <p>QUICK STEP 20 Yr. Warranty QS-700 SERIES 8 COLORS IN-STOCK \$1.51/sq.ft.</p> <p>SUNCREST LAMINATE FLOORING SLF-400 SERIES 20 Yrs. Warranty 8 COLORS IN-STOCK \$1.25/sq.ft.</p>	<p>Sedra All 3 Colors Available 17x17 CERAMIC \$1.00/sq.ft.</p>	<p>Oregon All 4 Colors Available 17x17 CERAMIC \$1.09/sq.ft.</p>	<p>2 Rooms (up to 300sq.ft.) \$1437 3 Rooms (up to 400sq.ft.) \$1916 Whole House (800sq.ft.) \$3832 Blow-Out Special per s.f. \$ 4.79 per s.f.</p> <p>Limited Stock! Offer cannot be combined with other specials. CALL TODAY FOR A FREE IN-HOUSE ESTIMATE!</p>
<p>HARDWOOD FLOORS</p> <p>LAKESIDE PLANK All 4 Colors Available OAK 4 COLORS! \$2.28/sq.ft.</p> <p>ANDERSON Casita Blanca & HICKORY FORGE TRUE HANDSCRAPPED \$4.68/sq.ft.</p>	<p>Mirabella All 3 Colors Available 20x20 PORCELAIN \$1.59/sq.ft.</p>	<p>FORUM All 4 Colors Available 20x20 PORCELAIN \$1.69/sq.ft.</p>	
	<p>Travertine All 3 Colors Available 18x18 PORCELAIN \$1.79/sq.ft.</p>	<p>VALENTINO All 3 Colors Available 18x18 PORCELAIN \$1.81/sq.ft.</p>	