

Special Report | Summer 2013

Ian Cooper's

Speed Retirement System

Inside the New Technologies Revolution



**A breakthrough discovered at the Massachusetts
Institute of Technology...**

**This may be the most important
medical discovery in decades
and it could earn you a fortune!**

Blood loss is among the leading cause of surgical complications. This newly developed technology from MIT (Massachusetts Institute of Technology) stops surgical bleeding in seconds. It's a discovery could be worth a fortune and only one company has it:

Arch Therapeutics (OTCBB: ARTH)

This game-changing product could

ultimately disrupt a \$32 billion market and propel ARTH to stunning highs.

Expect 300% to 500% gains in 2013 and much more over the long term.

Arch Therapeutics holds exclusive license to a medical breakthrough that could

- ✓ Save countless lives,
- ✓ Save billions in medical costs and
- ✓ Propel ARTH into medical investing record books.

Get some money on the table now...this can be big!

To the Informed Investor:

Medical breakthroughs often become huge moneymakers for ground-floor shareholders, but nothing I've seen in recent memory is as far-reaching as this.

The stock I recommend for immediate consideration is **Arch Therapeutics (OTCQB: ARTH)**.

Within months, **Arch Therapeutics** could become the most talked about medical company on the planet and its stock, **ARTH**, could be selling three- to five-times what you can get in for today.

The reason is simple.

Arch Therapeutics is preparing to release a ground-breaking new medical product that could benefit the entire global population.

Yes, I mean everyone, over seven billion people in a market exceeding \$32 billion!

BUY ALERT!

ARCH
THERAPEUTICS

Company: **Arch Therapeutics**

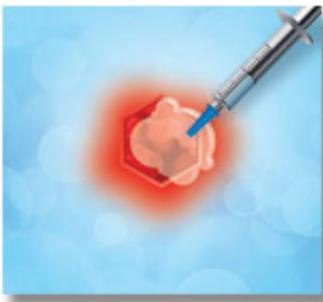
Symbol: **OTCQB: ARTH**

Initial offering: **\$1.00**

Early Growth: **\$3.00**

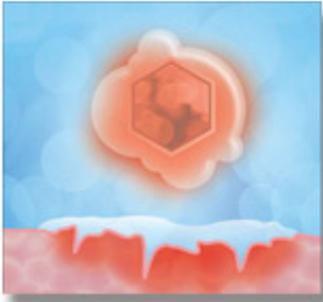
Long Term: **\$20+ on global roll-out or IP acquisition**

Arch Therapeutics (ARTH) could revolutionize a \$32 billion global market in wound management. Its exclusive new product could rapidly grab a 30% to 50% share of market and its stock price could soar to \$20 or more!



This revolutionary medical product, called AC5™, is reported to do one thing better than anything else on the market today....

When applied to an incision or wound, AC5™ stops the bleeding and seals the wound almost instantly.



Bleeding is a fact of life, yet despite all the medical advances made in our lifetimes, bleeding control has stayed largely unchanged for over 100 years.

Recently however, researchers at the Massachusetts Institute of Technology (MIT) developed a breakthrough for bleeding control.

One noted surgeon calls AC5™ the “*Holy Grail*”. Another calls it a “*gamechanger*” that he would use in “*80% of my cases.*”

AC5™ top and side view

From an investor’s point-of-view, ARTH is one of the best growth opportunities I’ve seen in years; I urge you to act on this immediately!

This is a pivotal time for investors to move on ARTH. From here on in...

- All progress to market amplifies ARTH growth potential.
- Every announcement carries significant potential for share price gains.
- By the end of the year, ARTH could be a \$3.00 to \$5.00 stock and climbing.
- Longer term, ARTH could be a \$20 stock or better either through global market gains or acquisition by a major such as Johnson and Johnson, maker of Band-Aid® products.

The lengthy research and development phase is complete; **Arch Therapeutics** now enters the final phases that lead to market release. Closing in fast, this opportunity is one to act on immediately.

In my view, this is a slam-dunk for biotech investing.

An urgent investment opportunity

This is such a revolutionary product, a real game-changer, that news of AC5™ and **Arch Therapeutics** could spread like wildfire through medical and investment communities.

If you are thinking of getting **ARTH** into your portfolio at today’s bargain price, then make your move

immediately. These may be the final moments of **ARTH** as a ground-floor investment.

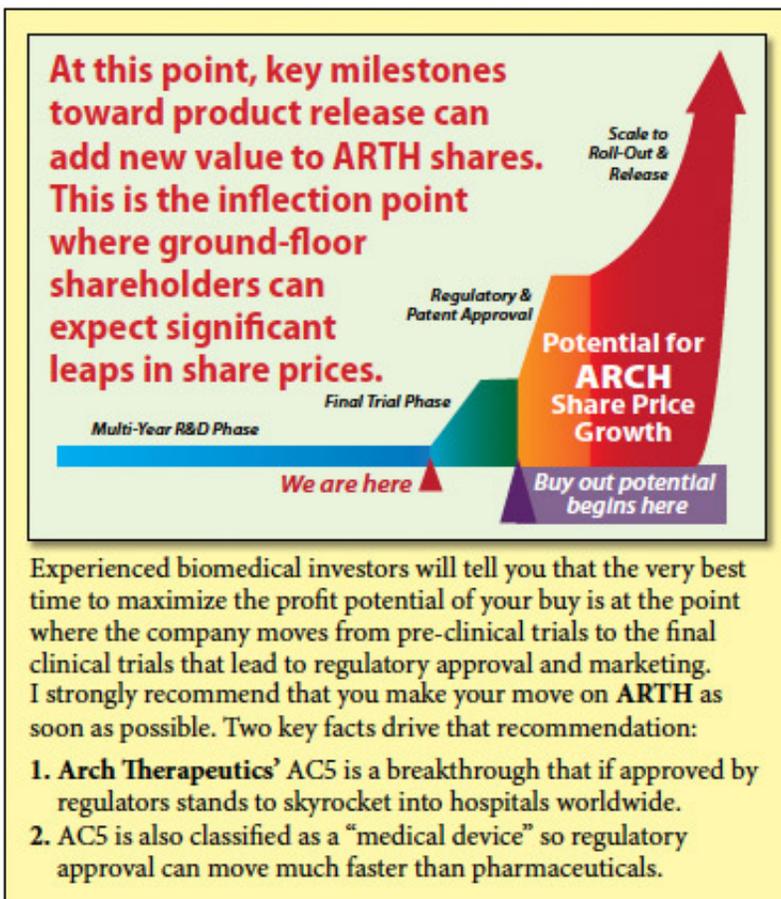
As soon as investors get wind of this, I anticipate a flood of buying that could get started at any time now.

Currently trading around one dollar, the short-term potential for **ARTH** to hit the \$3.00 to \$5.00 mark can be driven by a cascade of post-R&D developments.

Nothing like it for bleeding control

Arch Therapeutics' AC5™ is an incredible product, a gel composed of common peptides that when applied to a wound (surgical or trauma) instantly forms an organic mesh that stops the bleeding in seconds.

Medical professionals and surgeons are already clamoring for AC5™ by recognizing the enormous positive impact it offers in surgical procedures. AC5™ could completely change how surgeons control bleeding.

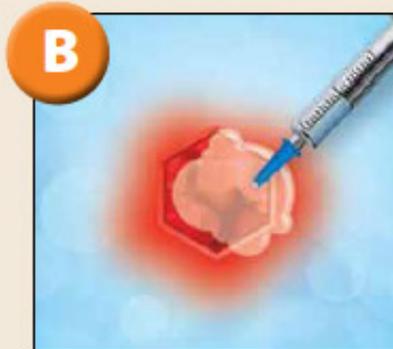


Here's how AC5 works and why it might quickly become the most widely used bleeding control and wound sealant on the planet.

The investment potential in ARTH ranks among the best I've seen. This product, AC5, may soon have a place in every one of the billions of first aid kits sold worldwide.



A Bleeding is a common surgical challenge that presents significant additional risks to the patient, especially in procedures where profuse bleeding can be expected.



B AC5 is a gel that can be easily applied. It is simply squirted onto the incision (or the wound in the case of trauma). There are no special procedures or prep required.



C AC5 rapidly creates a physical barrier in the nooks and crannies of the tissue and promptly stops bleeding and fluid leaks.



D Once the incision heals, AC5™ is naturally absorbed and passes from the body.



Bleeding control consumes 30% to 50% of time and resources in surgical procedures. **Arch Therapeutics' AC5™** stops bleeding almost instantly clearing the way for better procedures, better outcomes and significantly lower costs. Because it is transparent, doctors can see through as they work, performing what **Arch Therapeutics** has dubbed, “**Crystal Clear Surgery.**”

A \$4 billion market today projected to hit \$7 billion over the next four years!

Right out of the gate, **Arch Therapeutics' AC5™** promises to dramatically impact this rapidly growing market. Many, if not most of the bleeding control products currently in use are fraught with problems that AC5™ addresses and eliminates.

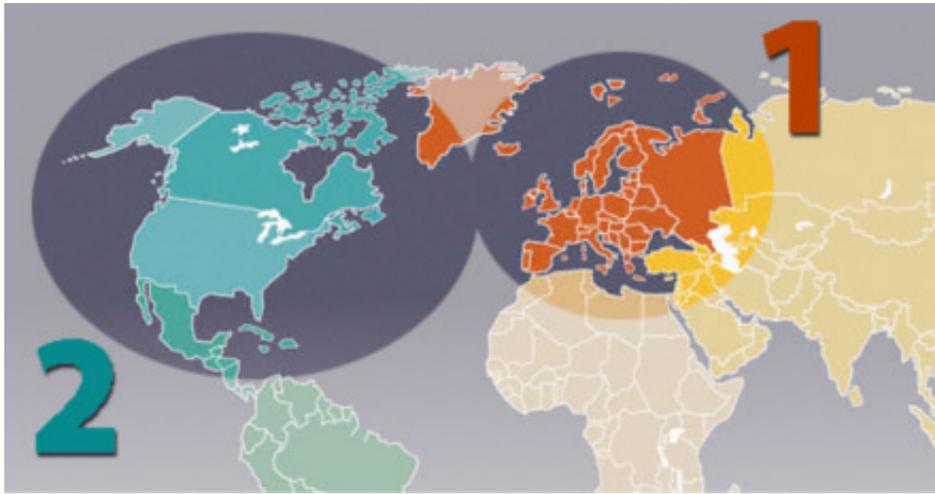
“The hemostasis market is clearly in search of products that work better, faster, and more reliably. AC5™ is designed to do that. Arch believes its products will be significantly superior to what is currently available.”

Once AC5™ establishes its foothold in the operating room, its use can go viral. Initial revenue could quickly pass \$550 million annually. Adjusted to market growth, that's a billion dollar in revenue for Arch Therapeutics...and that's just from surgical procedures.

Its full potential as a wound care product could propel **Arch Therapeutics** revenue into tens-of-billions! (More about that in a moment!)

“According to MedMarket Diligence, LLC, approximately 114 million surgical and procedure-based wounds occur annually worldwide, including 36 million from surgery in the US, all of

which can benefit from sealants and hemostatic agents.”



A stealth move into European surgeries first...with American surgeries next on the list!

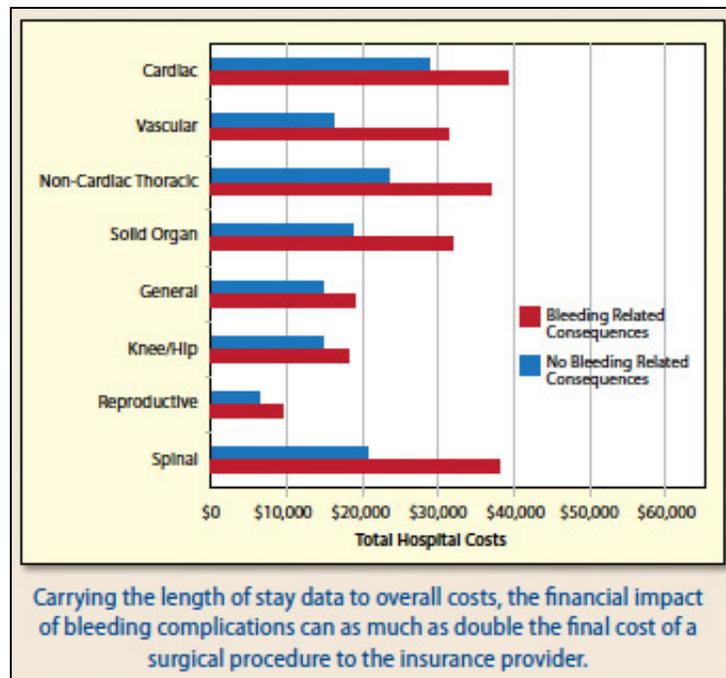
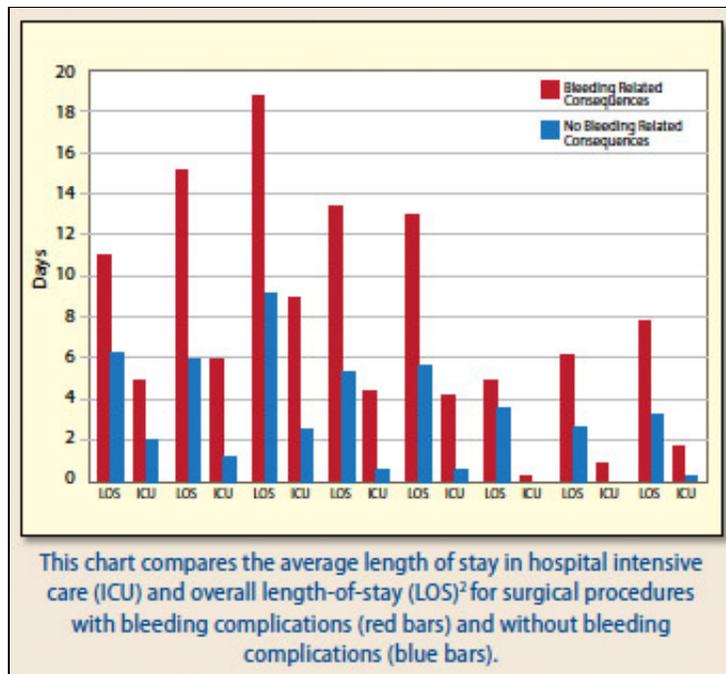
Arch Therapeutics plans introducing AC5™ to Europe first, where faster approval processes could have surgeons using it within a year. Reports of improved procedures and outcomes should quickly push AC5™ into American surgeries.

Expect bigger push from the guys who pay the medical bills: health insurers and government agencies.

Bleeding complications are leading causes for extended hospitalization time and poor patient outcomes, costing billions that could be virtually eliminated with the use of Arch Therapeutics' AC5™.

- In surgery, **bleeding consumes 30% to 50% of the resources** needed to complete the procedure. AC5™ could cut that to near zero.
- Bleeding accounts for more in-surgery complications than any other cause.
- Complications of bleeding trigger significantly longer hospital stays and more time spent in intensive care.
- It exposes patients to the high risk of blood transfusions needed to maintain blood volume.
- Tragically, it also accounts for more negative patient outcomes and deaths.

The following charts¹ show the impact that bleeding complications have on the average time in hospital intensive care (ICU) and overall length-of-stay (LOS)².



1. BMC Health Services Research | Impact of Bleeding-related Product Transfusions on Hospital Costs in Inpatient Surgical Patients

2. These data and charts do not show outcomes with and without the use of AC5™. However, it is clear to me that bleeding complications are having an enormous impact on the cost of medical procedures. A better, more effective solution (think AC5™) can have an enormous impact on these figures.

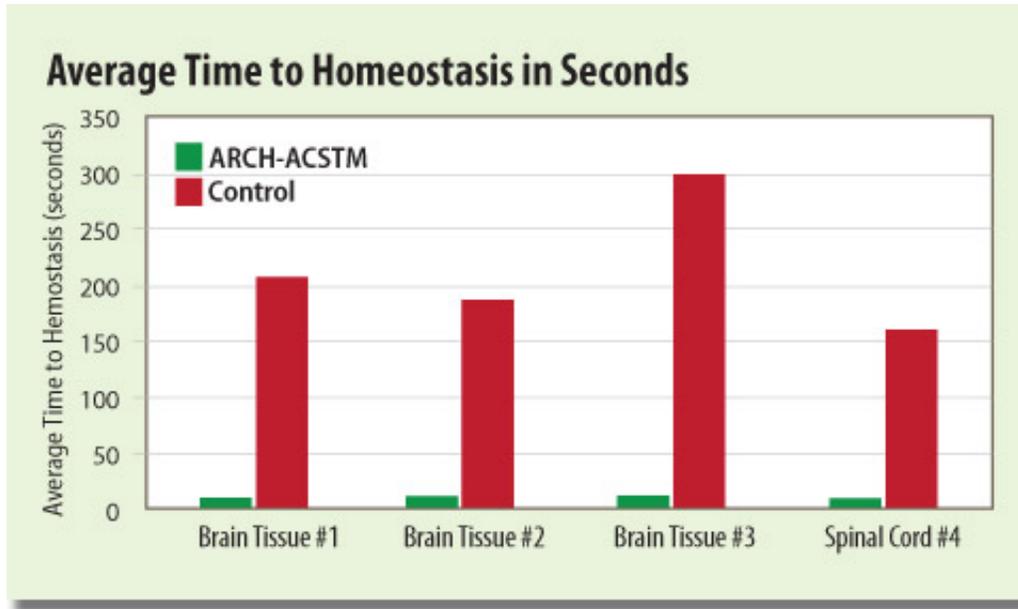
Bleeding complications can double or triple of days in ICU and length of stay in hospital care. The impact on medical costs is equally stunning, pushing costs to double a normal procedure.

My conclusion is that AC5™, once released to the medical world, can rapidly reduce the risk and expense of bleeding management and greatly improve patient outcomes. As an investment, I rarely see an opportunity this good.

Clinical tests conclusively show that AC5™ stops

blood flow in seconds rather than minutes... up to 30-times faster in many applications!

The chart below shows how quickly AC5™ stops bleeding. The barely discernible green bars illustrate the time required for AC5™ to achieve hemostasis (bleeding stopped) compared to the control times in red.



To surgeons, these can be stunning figures. Bleeding stopped in 10 seconds rather than five minutes...that can be a life in some situations.

Keep in mind, medical developments are among the most keenly watched sectors on Wall Street. Professional investors recognize that the time to move on a promising new product is before regulatory approval, not after.

You are definitely hearing about ARCH at the right time.

HERE'S WHERE THIS GETS REALLY BIG

AC5™ is an entirely new solution to wound care with clear potential for global use...and for buyout!

For decades, wound management has seen nothing new come to market, only a few specialty products for unique situations and limited application.

Despite the dearth of innovation, wound management and bleeding control is a **massive \$32 billion market projected worldwide to near \$40 billion mid-decade!**

Enter **Arch Therapeutics** and AC5™. As a spray-on wound care product, AC5™ could dominate this space. Bandages, sutures, wound closure products...all face sharp sales losses, if not obsolescence, once AC5™ enters market.

So simple, anyone can use it!

Arch Therapeutics reports that AC5™ can be “squirted or sprayed” onto the wound site, immediately stopping bleeding and sealing the wound.



At Home: It could replace every bandage in your medicine chest. Just spray it on; bleeding stops and the wound is sealed. Carry AC5™ anywhere; use it any time.

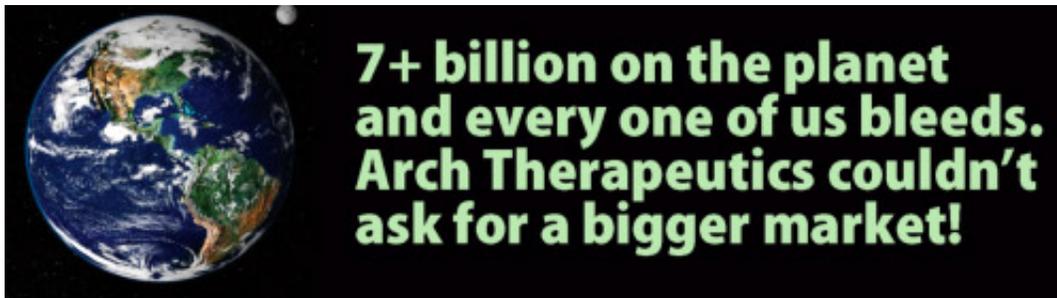


On the Scene: AC5™ could be a life-saver at the scene of a crisis. For a bleeding accident victim blood loss can be controlled faster and more effectively than gauze dressing and compression.



In the military: Bleeding is the leading cause of death on the battlefield. AC5™ could become standard issue to every soldier and become one of the vital life-saving tools in a medic's first aid pack.

When you look at the global reach and numbers for AC5™, it could be the fastest growing medical product to be introduced in decades!



The ubiquitous **Band-Aid®** is a Johnson & Johnson's heritage products. **AC5™** in broad distribution could render it all but obsolete. About time too! Band-Aid has been the go-to solution for nearly 100 years!



**The Common bandage:
100-years-old and soon-to-be
OBSOLETE!**

As an easily applied spray or ointment, AC5™ could entirely disrupt the enormous \$32 billion global market for wound management products.

- ✓ In everyday life, it could replace the bandages in your medicine chest.
- ✓ In the operating room, accident scenes and battlefield, it could save lives.
- ✓ And if you act on this now, it could be one of the best investment decisions of your life.

ARTH has buy out potential written all over it!

My guess is that someone big is going to take **ARTH** out, paying an enormous premium to own this exciting new technology.

Top of my acquisition prospect list is **Johnson & Johnson (JNJ)**.

AC5™ has the potential to demolish JNJ sales in its wound-care products. This includes its heritage brand, Band-Aid, which along with all its products in consumer wound care category generated \$1 billion in sales for JNJ last year.

And that's just JNJ. Hundreds of companies operate in this space, and every one of them face enormous challenges from **Arch Therapeutics** advancing AC5™ from surgical to tertiary health care and consumer markets.

A feeding frenzy for new medical technology!

A partial list of important medical device acquisitions that have recently closed!

DATE	TARGET COMPANY	PRICE (\$)
Apr-08	LifeCell Tech	\$1.7 billion
Jun-11	Advanced Biohealing	\$750 million
Jan-12	SuperDimension	\$300 million
Jan-12	Kinetic Concepts	\$6.3 billion
Mar-12	Zoll Medical	\$2.2 billion
Apr-12	Oridion Systems	\$346 million
Apr-12	Gen-Probe	\$3.8 billion
Apr-12	Pall (blood filtering unit)	\$551 million
Apr-12	Becton Dickinson Lab-ware	\$730 million
May-12	Dako	\$2.14 billion
Jun-12	BSN Medical	\$2.27 billion
Jul-12	Aspen Surgical	\$400 million
Jul-12	One Lambda	\$925 million
Nov-12	Healthpoint Biotherapeutics	\$782 million
Jan-13	Trauson Holdings	\$764 million

Breakthrough health care products are highly prized for companies seeking innovation and sales growth.

Top buyout prospects for Arch Therapeutics include:

Johnson & Johnson

JNJ operates an enormous medical products division, which includes products (beyond just Band-Aids) that would face significant market share challenges from AC5™.

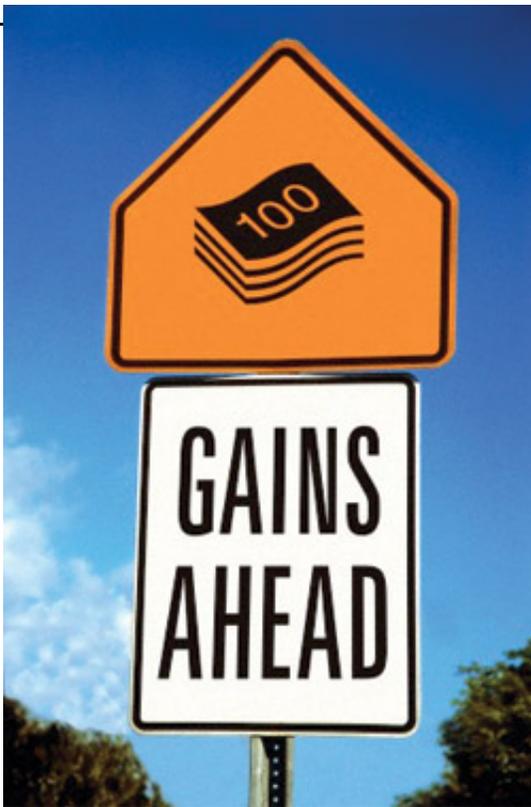
With market penetration already in place, plus a preexisting and aggressive strategy for acquiring promising new medical technologies, JNJ is my #1 pick as a potential buyer.

Abbott Labs

Among the leading products from Abbott are Vascular: stents, vessel closure devices, and other vascular technologies. AC5™ could be a natural fit in this product mix.

Boston Scientific

A worldwide developer of medical devices used in a range of specialties, including cardiac and vascular surgery. Boston Scientific is best known for the Taxus Stent, a drug-eluting stent which is used to open clogged arteries.



You need to stay ahead of this by making your moves now.

Six key reasons why you can expect Arch Therapeutics AC5™ product to be quickly adopted by surgeons worldwide.

From Arch Therapeutics:

- 1 AC5™ can make surgery and interventional care faster and safer** by reducing bleeding and stop leaking from organs during procedures.
- 2** First introduction of AC5™ will be in the surgical environment where AC5™ can be used to **stop profuse bleeding promptly.**
- 3** AC5™ is shown to be **simple, safe and effective in animal trials and is expected to enter human trials shortly.**
- 4** Versatile and fast acting, AC5™ can be especially **valuable in laparoscopic surgeries.**
- 5** It is non-sticky, transparent (can operate through it), and can be administered with readily available instruments. In its ultimate product form, **it could be administered as easily as a spray or salve, readily accessible to anyone.**
- 6** **Inexpensive to manufacture,** AC5™ could rapidly achieve

significant market presence in the United States and Europe. It could quickly scale up to its global market potential.

A stellar team medical researchers and practitioners developed AC5™ and will now direct its market debut through Arch Therapeutics.

The people behind AC5™ are as good as it gets. Most are MDs or PhDs with impressive medical, academic, and surgical careers and world-wide fame. I believe this team was a key factor in landing the exclusive license for AC5™, beating out numerous competitors vying for the technology.

Avtar Dhillon, MD;
Chairman



Dr. Dhillon is the former President & Chief Executive Officer of Inovio Pharmaceuticals, Inc. He has rich experience in several deals that include global giants, Merck and Wyeth (now Pfizer).

Arthur Rosenthal, PhD;
Director



Dr. Rosenthal is a leading expert in medical technology, successfully commercialized hundreds of unique medical products over 37 years in senior R&D roles for medical technology companies

Terrence W. Norchi, MD;
President, CEO, Director, Co-Founder



Dr. Norchi was the lead portfolio manager of the world's second largest healthcare mutual fund and the US pharmaceutical analyst while at Putnam Investments.

Steven A. Kates, PhD;
VP of Technology



A world leading chemist and industry expert in peptide design and manufacture in the biopharmaceutical industry.

William M. Cotter;
Chief Operating Officer

30 years of operational experience in Medical Devices, Diagnostics, Biologics and Life Science companies, including Johnson &

Elaine Whitmore, PhD;
VP of Regulatory Affairs

25 years of extensive experience in regulatory planning and strategy for medical products, including hemostasis and tissue



Johnson.



adhesion prevention products.

Roger Gregory, PhD;
Scientific Advisor



A physical biochemist with over 30 years of experience in protein chemistry and analysis. He is Professor of Chemistry and Biochemistry at and former Chair of Chemistry Dept. at Kent State University.

Sharon O’Kane, PhD;
Scientific Advisor



Served as Chief Scientific Officer and Director at Renovo and holds over 300 company patents and applications.

Victor Garsky, PhD;
Scientific Advisor and Consultant



35 years in the pharmaceutical and biotechnology with Wyeth Laboratories, Bachem California, and most recently 25 years with Merck Research Laboratories where he headed the Peptide Synthesis Laboratory.

Floyd D. Loop, MD;
*Past CEO, Cleveland Clinic ('89-'04);
Cardiothoracic Surgeon.*



Dr. Loop is a distinguished cardiothoracic surgeon and former chief executive of The Cleveland Clinic. He has earned an international reputation in coronary artery surgery performing

12,000 open-heart operations and authoring 350 papers on cardiovascular surgery.

William T. Denman, MBChB, FRCA;
Medical Advisor

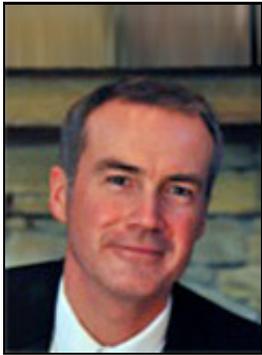
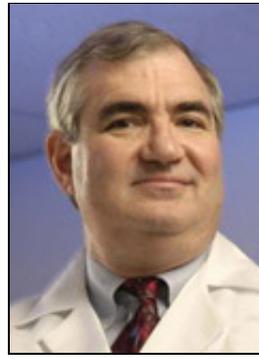
Massachusetts General Hospital
Anesthesiologist, Clinical Trial Investigator;
Past Chief Medical Officer of Covidien, Chief Medical Officer at GE Healthcare. Currently practices at Massachusetts General Hospital with academic affiliation at Harvard Medical School.

Steve Schwaitzberg, MD, FACS;
Past President of SAGES, Surgeon.

Chief of Surgery at Cambridge Health Alliance, adjunct professor at Tufts University, and Visiting Associate Professor at Harvard Medical School.



Jeremy Ollerenshaw, PhD;
Scientific Advisor



Technical Leader in
Research and
Engineering
Department, Kimberly-
Clark Health Care. 11
years in academic
medical research at the
University of Leicester
in the UK and at Emory
University in Atlanta,

where he was Instructor in Medicine.

ARTH is a stock that could readily triple in weeks... but longer term, AC5™ technology is so revolutionary that it could soar to stunning heights I can only imagine at this stage.

**I recommend ARTH as an
immediate and aggressive buy.**

If you can get in for under \$2.00, I recommend that you do so immediately.

I see ARTH as one of the best finds of my career, a potential blockbuster for shareholders as well as being a top-tier medical breakthrough that could one day save your life.

Don't miss this one.

What YOU Should Consider Now

Learn more about **Arch Therapeutics, (ARTH)** by visiting their website at www.archtherapeutics.com

Go online now or call your discount broker to invest in Arch Therapeutics, (ARTH).

Join the hundreds of investors who are profiting from my **Speed Retirement System** and receive my buy, hold and sell recommendations on **ARTH** and other stocks.

A company like Arch Therapeutics and its stock can rise on its own merits, in ARTH's case substantially...

...and here's how to find more gains with my Speed Retirement System strategy:

BUY ALERT!



Company: **Arch Therapeutics**

Symbol: **OTCQB: ARTH**

Initial offering: **\$1.00**

Early Growth: **\$3.00**

Long Term: **\$20+ on global roll-out or IP acquisition**

Arch Therapeutics (ARTH) could revolutionize a \$32 billion global market in wound management. Its exclusive new product could rapidly grab a 30% to 50% share of market and its stock price could soar to \$20 or more!

It's vital you don't miss my up to the minute buy-sell and hold alerts that have helped investors just like you start seeing their retirement dreams realized in as little as 5 short years. Here's how.

Speed your way to retirement in as little as 5 years?

I've been helping investors make money for nearly 15 years—when the economy was booming...crashing...or dead flat.

Since 2007, the year I first started documenting my trades, I've averaged 76.2% profits. My average net gain is 32%, and that includes all the losers.

In fact, if you'd had access to my trades since 2007, you could have turned \$10,000 into \$2.2 million, just by putting 10% of your portfolio into every one of my trades.

If you just did what I did, you'd be retired by now.

So what do you do? The answer is a simple strategy that makes the Speed Retirement System so successful—Hyper-Compounding.

With hyper-compounding you simply take your gains (just your gains!) from one position and reinvest it in the next position. The money you make goes right back to work for you, and you make more and more money each time, reinvesting and compounding your gains. It's simple and dramatically lowers your risk.

So let's see how hyper-compounding's less risky approach works in the real world. What happens if you invested 10% of your portfolio per trade each time I made a recommendation?

- In 2008, you would have turned **\$10,000 into \$58,935.89** - a **589% return** while only risking a reasonable portion of your portfolio!

- In 2009, my performance dropped and I only **earned 280.3% on all my recommendations**. Still, if you followed my **trusted 10% rule**, along with my hyper-compounding method, you would have still finished the year with \$165,191.32.
- In 2010, I bounced back despite having 24 losers for the year my winners were strong enough to produce a **426.3% gain** overall turning your **\$10,000 account into \$538,979.90 in pure profit**.
- In 2011 I produced a **412.4% return**. Chances are that's a lot better than what your portfolio has performed over the same time period.

But if you look at my track record, you know that I also have some pretty big losers too. So losses are always possible.

My answer to that is... when you win 76.2% of the time... you follow a hyper-compounding strategy... and you manage your money properly... so that your winners not only cancel out your losers...

They put you WAY AHEAD!

Just imagine getting monthly income checks from your portfolio by the end of the third year. They're \$10,739... \$25,982...\$57,753... or more.

All from a modest \$10,000 account when you started-without adding any more money to the portfolio outside of the returns you generate!

Get started on a system that has proven successful almost 76.2% of the time turning \$10,000 into \$2.2 million in just 5 years—whether the market was up, down or sideways.

To learn more about my money-making strategies and investment recommendations, visit my website at: marketauthority.com/speed-retirement/join/

To a prosperous nest egg,



Ian Cooper
Speed Retirement System

Endorser/Publisher IMPORTANT NOTICE AND DISCLAIMER: Market Authority, Inc., and Ian Cooper expect to receive future subscription revenues, the amount of which is not known at this time, with respect to the publication of this Advertisement. No representation is made that actual purchases and sales were made at any prices that may be stated herein. Facts stated in this article were supplied to endorser from third-party sources. Ian Cooper has been compensated \$10,000 by Advantage Media Group for endorsing this product, and Market Authority has been paid a \$25,000 by Advantage Media Group for sending out this advertisement. This compensation constitutes a conflict of interest as to our ability to remain objective in our communication regarding the profiled company. Because of this conflict, individuals are strongly encouraged to not use this newsletter as the basis for any investment decision. MARKET AUTHORITY AND ENDORSER OWN NO SHARES, OPTIONS, OR WARRANTS in the security that is the subject of this advertisement, and Company policies are in place that preclude such ownership. While all information is believed to be reliable, it is not guaranteed by us to be accurate. Individuals should verify by their own independent research all of the claims made in this

advertisement. Neither Market Authority nor any endorser of this product is responsible for errors or omissions. Neither Market Authority nor Endorser claim any special expertise or knowledge regarding the described industry. Endorser has not taken any steps to ensure that the securities referred to in this report are suitable for any particular investor. Be extremely careful, because investing in securities carries a high degree of risk; you have a very real risk of losing some or all of the investment, or not making the profit from your investment that you expect. The advertised company's financial position and all other information regarding the company should be independently verified directly with the company, which is the best source of comprehensive information. Additional information about many publicly traded companies and other investor resources can be found at the Securities and Exchange Commission's website at www.sec.gov. The price and value of the securities mentioned in the endorsement can fall as well as rise, and may have a high level of volatility. High volatility securities may experience sudden and large falls in their value, leading to losses. High volatility investments may also be difficult to sell. Investing in securities is speculative and carries risk, including the risk of losing your original investment. It is recommended that any investment in any security should be made only after consulting with your investment advisor and only after reviewing all publicly available information, including the financial statements of the company. This mailing piece is not intended to be, nor should it be construed as, an offer to sell or a solicitation of an offer to buy securities, nor should it be construed as the provision of any investment-related advice or services tailored to any particular individual's financial situation or investment objective(s). Market Authority, Inc. is not an investment advisor, nor does it offer brokerage services. Your decision to make the investments represented in this advertisement may benefit the company through continued advertising revenue and subscriptions, but Market Authority does not earn or accept any commission directly from the companies described in any of its promotional materials. Market Authority and the publisher of this newsletter are independent companies offering impersonalized investment-related research to readers and/or prospective readers and is not an investment adviser. As such, it relies upon the "publisher's exclusion" as provided under Section 202(a) (11) of the Investment Advisers Act of 1940 and corresponding state securities laws. All information we present is to be reliable, but its accuracy cannot be guaranteed. Additionally, it includes forward-looking statements and information within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including statements regarding expected growth of the featured company. Any statements that express or involve discussions with respect to predictions, expectation, beliefs, plans, projections, objectives, goods, assumptions or future events or performance may be forward-looking statements. The forward-looking statements contained herein (which include all statements other than historical information) involve significant uncertainties. Factors that could cause actual results to differ from the results or implied in forward-looking statements include: the size and growth of the market for the Company's products, the Company's ability to fund its capital requirements in the near term and in the long term, pricing pressures for the Company's products and services, the Company's ability to obtain needed resources, and the local, regional and global markets. Forward-looking statements are based on expectations, estimates and projections at the time the statements are made that involve a number of risks and uncertainties that could cause actual results or events to differ materially from those presently anticipated. Past performance does not guarantee future results. There is no guarantee that past results are indicative of future performance.

Third Party Advertiser/Advertising Agency IMPORTANT NOTICE AND DISCLAIMER: Advantage Media Corp., the third party advertiser, has paid \$390,000 USD and is expected to pay an additional \$400,000 to Full Service Media, LLC (FSM) as of June 20, 2013 for this advertising effort in an effort to build investor awareness. FSM shall retain any amounts over and above the cost of creating and distributing this email advertisement which advertises Ian Cooper's Speed Retirement System Newsletter coverage of Arch Therapeutics, Inc., Advertising services include; production, outsourced advertising design services, online mailing and other related distribution services and digital advertising media placement costs. Advantage Media Corp., the third party advertiser, is a company based in Belize City, Belize. Advantage Media Corp. represents that it does not own any shares of Arch Therapeutics, Inc. (except for 2,500,000 shares of restricted stock) which Advantage Media Corp. will not sell, pledge or hypothecate or otherwise agree to dispose of for 90 days following the initial dissemination of this advertisement. Neither Advantage Media Corp., nor its affiliates will buy or sell any shares of Arch Therapeutics, Inc. during the period that this advertisement is being disseminated by FSM third party media vendors. This is sponsored advertising and does not purport to provide an analysis of the featured company's financial position, operations or prospects and is not to be construed as a recommendation or solicitation by FSM to buy or sell any security. FSM is a firm which refers and facilitates the services of third-party vendors and advertising related service providers to persons wishing to sponsor advertising featuring publicly-traded companies. FSM is not a financial analyst, investment advisor or broker/dealer. The services provided by FSM in connection with this advertisement are limited to the digital design of ad copy, the renting of distribution list(s), and managing the production and distribution of this advertisement. FSM is not responsible for the endorsement of this advertisement, which is the sole responsibility of Ian Cooper's Speed Retirement System Newsletter. Ian Cooper's Speed Retirement System Newsletter expects to generate new subscriber revenue as a result of this advertising effort. Neither FSM nor its members have an ownership interest in Ian Cooper's Speed Retirement System Newsletter or any of its affiliates, and neither Ian Cooper's Speed Retirement System Newsletter nor its affiliates have an equity interest in FSM. Neither FSM nor its members will trade in the securities of Arch Therapeutics, Inc. FSM makes no warranties as to the accuracy of the content of this advertisement and expressly disclaims and assumes no liability for how readers may choose to utilize the content of this advertisement. Readers are strongly urged to independently verify all statements made in this advertisement and to perform their own due diligence on this or any other advertised company, including but not limited to consulting with a qualified investment professional and reviewing the publicly available financial statements of, and other information about Arch Therapeutics, Inc. You should also determine that an investment in Arch Therapeutics, Inc. company is appropriate and suitable for you. Arch Therapeutics, Inc. is traded on the OTCQB (trading symbol: ARTH). Its stock is registered under the Securities Act of 1933, as amended, and its periodic and other reports filed under the Securities Exchange Act of 1934, as amended, are publicly available from the Securities and Exchange Commission at its website at <http://www.sec.gov>. This website also contains general investor information about publicly-traded companies, advice to investors and other investor resources. Other investor resources are available from the Financial Industry Regulatory Authority through its website at <http://www.finra.org>. Many states have established rules requiring approval by the state securities administrator to permit sales of a security to its residents. Check with the North American Securities Administrators Association through its website at <http://www.nasaa.org> or call your state securities administrator to determine whether a particular security may be purchased by you as a resident of your state. Many companies have filed information with state securities regulators and many companies will supply prospective investors with additional information upon request. Investing in securities is highly speculative and carries a great deal of risk, especially as to newer companies with comparatively short operating histories and limited earnings. This advertisement contains forward-looking statements regarding Arch Therapeutics, Inc. its business and prospects. Such forward-looking statements are within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and are intended to be covered by the safe harbor provisions created by these laws. This advertisement may provide the addresses of or contain hyperlinks to outside or third-party websites, FSM has not reviewed any such websites and takes no responsibility for the contents thereof or any possible effects resulting from accessing any such websites. The contents of any such websites do not in any way constitute a part of this advertisement. Accessing such websites or following any link shall be at your own risk.