

Widgets-2-U

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22 November 2010

Ms. D. Curious
143 Upper Spanner Drive
Box Town, New Zealand

RE: “BUY-TWO-FOR-ONE” PROMOTION

Dear Ms. Curious,

Thank you for your response to our ‘Buy-Two-for-One’ Widget promotion. The reaction to this promotion has far exceeded our expectations – with over 40,000 orders to date.

To take advantage of this offer, we have included an order form that must be returned to us no later than the 4th December. As per the terms of the promotion, we can offer you the following range of products:

1. Large Blue Widget (always popular)
2. Small Red Widget (limited edition)
3. Medium Pink Widget (hand painted)

All the above Widgets are the same price, and to claim a second widget for absolutely no cost please clearly mark your second choice on the order form.

Knowing that Widgets are so popular, we twisted our accountant’s arm to offer you further value – for the duration of this promotion we can offer you additional stock at a 25% discount to our regular retail price (offer applies only to large blue Widgets).

But that’s not all. For every new customer you introduce to the pleasures of Widget ownership, we’ll give you a further ‘Buy-Two-for-One’ deal – including your choice of our limited edition, hand-numbered series (these were recently voted best Holiday gift idea by the prestigious “Home Garnish” magazine). Pop your friend’s name onto the order form and we’ll do the rest!

Looking for novel Christmas gift ideas? **Widgets-2-U** has the answer! Add these Widget stocking stuffers to your order form:

- Widget Happiness on a Low Budget (get started now!)
- Stress Reduction the Widget Way (proven technique!)
- Collector’s Guide to Limited Edition Widgets (building wealth without stress!)

We invite you to join our 50,000 happy customers. Widget customers don’t just own Widgets – they love them!

Best Regards,

Ron Gadget,

Senior Vice President, Marketing

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