



Get-Mart, USA

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Date 8/22/11

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Dear Mrs. Elizabeth Frank,

After review of our new launch of Get-Mart store brand items, we are not noticing the increase in sales that we initially forecasted for this sales quarter. We here at Get-Mart are extremely proud of our new Get-Mart product line and would really like for the public to become more aware of our goods. We feel that our products are the same, if not better in quality and performance when compared to the normal name brand version of the goods. That is where we hope that you and your research teams can aid in our goal to let the public know that the Get-Mart brand is a fantastic brand that can save them money. We need your help to compare the cost and quality of our brand to the name brand versions and create a new add campaign for the Get-Mart store brand products. We are on a short deadline to create this new add campaign so please have all of your research done and submitted to me by September 8, 2011. We truly appreciate your reputation for scientific based research and cannot wait to see your results.

Sincerely yours,

Trent Jones

CEO- Get-Mart Industries, USA Division