



Dear Alaska Retailer:

As you can see, I have attached a nice, crisp, \$1.00 Bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something very important to tell you, and I needed some way to make sure this letter would catch your attention.
2. And secondly, since what I have to tell you can save you a great deal of time, energy, and money, I thought using real money as an "eye-catcher" was especially appropriate.

Here's why I'm writing. Your tourist season is approaching fast. In fact Spring is just around the corner. We are here to help you get ready.

TMS is the answer for all your supply & fixture needs
Service • Selection • Price

TMS will make purchasing items from sign cards to computer systems, from plain brown bags to the most beautiful full color shopping bags you can imagine, from price gun labels to boxes, ribbon, tissue, gift wrap or any other item you need to run your store. It's as easy as 1..2..3..

1. Our 800 number is your link to getting **all** your retail supplies with only one phone call. No more unnecessary calls to many different suppliers.
2. Everything at TMS is guaranteed to your complete satisfaction. If we ever let you down, we will ask, "What can I do to make you happy?" In 30 years of business we have never refused a customer's request to make it right.
3. We can save you money. Our guarantee... if you find it for less, we will match the price.

Only happy customers come back!

Your business is very important to us. We are sure that once you buy from us you will buy again and again because you will get the right product when you need it at the

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price you need. We know, only happy customers come back!

Our warehouse in the Seattle area is full of everything you need to run your store, and we can ship it to you in time for this tourist season... In fact most items ship the day we get the order. If you want to have your name printed on bags, tags, labels, boxes... now is the time to order!

We have been doing business in Alaska for 30 years

Over 700 Alaskan retailer buy from TMS. We realize the importance of getting you the best freight and service possible. Here is what some of your fellow Alaska retailers have to say about TMS.

Leanne from Westco in Anchorage - "I am very please with the service we have received from you. It is a pleasure to do business with such a service minded organization. Thanks!"

Michael from Timberwolf in Juneau - "As another tourist season approaches I would like to take a minute to say thanks for treating us so well... A quick acknowledgment about your staff is in order. They are among the best, always helpful, willing to track down anything I need... Extra kudos to Shelly! Thank again for having such a great company to deal with!"

Diana from I.D. Variety in Bethel - "You guys do a great job. We are always pleased with your service."

About now, you're probably wondering, "What does this guy want from me?" Well that's easy. I want you to call 1-800-426-5708 to get your free catalog so you can see the great supplies and fixtures you can get from TMS in Seattle. If you call today, we'll send you a bunch of stuff you can use in your store right away... and of course, we'll pay the postage.

Don't stop reading yet. Read my P.S. then rip open the enclosed envelope to see the great stuff we have waiting here to send you.

Sincerely,



Keith Lee
President

P.S. You may be wondering what the catch is. Here it is. Once we catch a customer, we keep them for life. This is our way of introducing ourselves to you with the hope that you will try us and become a lifetime friend and customer. Best wishes to you and your business. Now, rip open that envelope, and then call 1-800-426-5708.