

MR. LUBE

775 Highland Rd. West, Kitchener, Ontario, N2M 5K2 Tel #: 519-749-0040

To: Cover Direct

From: Ed Sobel

Thank you for the opportunity to repeat our advertising again with you in our market area. I appreciate you working with me to assist in my local advertising campaign. You have helped "Mr. Lube" benefit from "top of mind awareness" in the target area around our location. Where else can I get daily exposure at a reasonable cost in every home, every day for two years?

I know that customers like samples and free gifts and your "speciality advertising" gives me a chance to put a useful product and the Mr. Lube logo in every one of my potential customers homes. I believe this is the best type of advertising for my business. Placing 14,000 Mr. Lube pens in the boxes with the cover was a great opportunity for us also.

You know I have committed a fair amount of my local budget to this type of advertising. The reason I do it is because I know it works for me.

You are right in relating this to billboard advertising. It is good to know "Mr. Lube" has a billboard in every home in my target area that will be seen hundreds of times in each household over the next two years. Keep in touch maybe in two years from now we can do this again for the third time.

Sincerely,



Ed Sobel