

July 23, 2004

Dear :

**STOP!!!** Before you invest in a mandatory [*leading retailer's*] electronic color communication system, here's important information that you should know.

Now that you have two suppliers from which to choose, you're probably wondering:

*If both systems meet the minimum requirement,  
then what's the GretagMacbeth advantage?*

It's simple...

**You get more without spending more...**  
over \$5000 more in *free* products and services!<sup>1</sup>

For the same price, GretagMacbeth helps you comply with the electronic color communications mandate, plus gives you a **unique patented technology** that delivers:

- **Round-the-clock compliance assurance** anywhere in the world!  
(*Virtually eliminates non-compliant color measurement*)
- **Lower operating costs** over the life of the system.
- **Proven performance.**

**Bottom line: You'll get a faster and easier way to submit color approvals  
for a whole lot less.**

That's why leading apparel brands specify GretagMacbeth electronic color communication technology. In fact, you may already know us by our light booths... SpectraLight® – the number one choice for visual color evaluation in the textile and apparel industry.

**Talk to us!**

Learn how easy it is to **quickly comply** with [*major retailer's*] electronic color communications mandate **and get free products and services valued at over \$5000**. Call now **1-800-xxx-xxxx** or e-mail [*leadingretailer*]@gretagmacbeth.com SUBJECT: Electronic Color Communications or visit [www.gretagmacbeth.com/\[leadingretailer\]](http://www.gretagmacbeth.com/[leadingretailer]).

Sincerely,

xxx xxxx  
Regional Sales Manager

PS Don't delay! Call today for more information. **1-800-xxx-xxxx** or e-mail [*leadingretailer*]@gretagmacbeth.com or visit [www.gretagmacbeth.com/\[leadingretailer\]](http://www.gretagmacbeth.com/[leadingretailer]).

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<sup>1</sup> Offer good for valid suppliers. Visit RetailLink® for details.