

March 26, 2001

Director of Marketing
Company
Address
Address

Dear [Name]:

Your company intrigues us.

Your *Beat the Clock!* on-line program for teachers shows us that you know the value of making your organization and time-management expertise available to schools.

We'd like to show you how your school program could accomplish even more for [Company Name]. How it could boost your brand's awareness in the education community, encourage endorsements of your products from teachers to parents, and provide a lucrative new point of entry for your business. Ultimately, how it could increase your sales, year after year.

Getting your business-sponsored program directly into school curricula and assuring that it generates enthusiasm for your company is no ordinary marketing feat. School administrators are highly selective of the programs they approve; and even with approval, brand awareness among participants and increased sales for your company are not guaranteed.

Northlich can help.

We're a leader in creating educational programs that generate results: our Crest© First Grade Dental Health program is the most successful in history, reaching 3.7 million families each year. In the same way that the Crest program has made that brand the standard in dental care, a custom-designed program for [Company Name] could make your products the standard in planners and organizational tools for millions of families.

[Company Name's] potential for a successful curriculum-based school program intrigues us so much that we've developed a strategy specifically for your company. Inside this package we've provided a taste of what's possible for [Company Name's] products in the schools market. The enclosed information will:

- tell you who Northlich is,
- show you how we've created school programs that generate brand recognition, valuable endorsements and increased sales for our clients,
- illustrate our vision for [Company Name's] custom-designed school program.

We hope that you, too, will be intrigued by your company's potential in the schools market and allow us to tell you more about the curriculum-based program we've designed specifically for [Company Name].

I'll call you shortly to discuss this information further and to set up an appointment to meet with you.

Sincerely,

Vice President, Northlich