

Bob Smith
ABC Homebuilder

October 15, 2006

Dear Bob,

For Your Chance to Win \$10,000, Don't Miss Allied Gate Company – Arizona's Newest Licensed Wrought Iron Gate, Security Door, and Fence Manufacturer

Hi. My name is Robert Alvarado; I'm the President of Allied Gate Company, and I'd like to take this opportunity, in advance of the upcoming 2006 Southwest Builders Show, to introduce Arizona's newest licensed manufacturer of custom ornamental wrought iron gates, fences, and security doors.

I'm hoping that you'll take some time while you're visiting the Builders Show to come by the Allied Gate Company booth. We'll be a stop on your treasure hunt map at booth #438, just down the aisle from the putting green.

In addition to the treasure hunt – your chance to win \$10,000 cash (and it's FREE to enter!) – we'll also be offering our own giveaway. All you have to do is come by the Allied Gate Company booth and register with us for your chance to win a \$100 gift certificate to Outback Steakhouse!

And while you're hunting for treasure and registering for prizes at the Allied Gate Company booth, you can learn more about what sets Allied Gate Company apart – about Allied Gate's 6 unique advantages:

- 1. Competitive Pricing:** Allied Gate Company's highly efficient, state-of-the-art shop allows us to manufacture higher-quality gates, security doors, and fences while still remaining cost competitive.
- 2. High Quality:** Manufacturing the highest quality wrought iron products is Allied Gate Company's top priority. Even when manufacturing in high volume, we treat each product as if it were our only one, making sure that you get the high-quality product that you – and your customers – demand.
- 3. Industry-Leading Service:** At Allied Gate Company, we offer industry-leading customer service to you so that you can, in turn, focus on your own customers. Whether one of your customers needs repair work done on one of our pool fences, or you need a last-minute spec change before production, we're ready and willing to help.
- 4. Powder-Coating Manufacturing Process:** Compared to traditional spray-on coating, powder coating is environmentally friendly and more durable, meaning that our gates will resist scratches and signs of weathering, looking newer for longer.
- 5. State-of-the-Art Shop:** At Allied Gate Company, we manufacture our gates, fences, and security doors in a brand new, state-of-the-art shop. Our process is streamlined; our equipment is top-of-the line.
- 6. A Convenient Centralized Location:** Allied Gate Company is centrally located in Mesa, Arizona to serve builders and professional contractors throughout the state. You don't have to wonder who we are or where and how we operate – you can come visit us right down the street.

By delivering a competitively-priced, environmentally-friendly, high-quality product *and* by accompanying that product with industry-leading customer service and a central location to serve you better, what Allied Gate Company is doing is making it easier for you to achieve your goals – for you to serve *your* customers better.

And *that's* the Allied Gate Company advantage: providing the security and style that your customers want with the service that you demand.

Bob, I look forward to meeting you on October 26th at the Allied Gate Company booth (remember, it's booth #438, just down the aisle from the putting green), because anyone can offer you wrought iron gates, fences, and security doors. But only Allied Gate can offer the Allied Gate Company advantage.

Sincerely,

Robert Alvarado
President, Allied Gate Company