

HARDWARE Retailing

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Dear Mr Disch,

First off, I would like to congratulate you for having your product selected by our Retailers' Choice Committee as one of the most innovative items displayed at the recent National Hardware Show in Las Vegas.

You should be very proud of this honor. Unlike many other product awards, we do not have an editorial panel select our winners. Your product was selected by a panel of actual retailers who have real-world experience in identifying unique merchandise that holds the potential for retail sales.

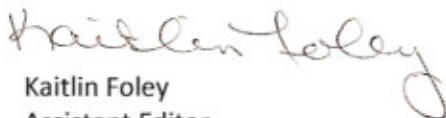
Here are a few more facts about the awards:

- *Hardware Retailing* has been handing out the Retailers' Choice Awards at the National Hardware Show® for more than 35 years.
- Each of the winners is selected from the 1,000s of products on display at the show.
- Each year there are only 30-40 products that are selected for these awards.
- Judges are simply asked to walk the floor as they usually would and select products that they feel are truly unique and hold sales potential for their stores.
- The judges are not paid, they volunteer their time for the awards.

Enclosed you will find your Retailers' Choice Award plaque. Also, if you need any other promotional materials (i.e. award logo slicks, press release information, etc.), please feel free to contact me with your requests.

So, again, congratulations on your achievement and thank you for producing innovative and unique products that truly are the lifeblood of this industry's independent retail segment.

Sincerely,



Kaitlin Foley
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