

March 23, 1995

Susan Respass
Homes Editor
Florida Times-Union
1 Riverside Avenue
Jacksonville, FL 32202

Dear Susan:

Enclosed is a sample of a new product that is sure to revolutionize the way America cleans showers, and you have the opportunity to be among the first to try it. You'll never scrub your shower again by using Clean Shower, the world's only shower rinsing agent. What's more, your shower will always be clean when you use Clean Shower.

This exciting new product was invented by a local businessman and entrepreneur, Bob Black, and is manufactured right here in Jacksonville.

The traditional cycle of letting the shower get dirty and then cleaning it is an inefficient, time-consuming and back-breaking method. Americans have been doing this for years without really thinking about it. But consider this: Why not use a product that cleans your shower without scrubbing and always keeps it clean?

Clean Shower works with a simple daily application, eliminating all need for scrubbing. Simply spray Clean Shower on the walls and tub after each use. There is no need to wipe, scrub or clean the shower. The rinsing agents in Clean Shower stop the growth of mold and mildew on contact and prevent them from building up.

For Clean Shower to work, it must be used every day. It may take two weeks for all deposits to disappear, but after that, your shower will always be clean. Take the enclosed sample home and use it—we are sure you'll be satisfied. Everyone who's tried it love it. (We even fought over samples here in the office before Clean Shower was available in stores.) Once you use it, you'll want to let your audience know about it.

This remarkable new product is now available in Jacksonville at all 8 Till Late locations. More information about Clean Shower is enclosed. If you have any questions or would like more information regarding this remarkable new product, please contact me at 904-353-8755.

Remember, with Clean Shower, your shower's Always Clean...Without Scrubbing.

Thank you for your time. I look forward to hearing from you soon.

Sincerely,

Shannon R. GaNun
Public Relations Account Executive