

General Sales Letter | Carson Dental

April 25, 2007

First name Last Name

Company Name

Address one; Address two

City, State ZIP

Dear First Name:

Thanks for giving Carson Dental the opportunity to become your favorite online dental supply company! We make it easy with:

- Free shipping for orders of \$100 or more
- 105% price guarantee—our prices can't be beat!
- On-time shipping guarantee—you'll know exactly when you'll get your supplies

To thank you for your **first order of \$500 or more**, we're offering a **\$50 new customer bonus** in the form of a VISA cash card. You can use your card ANYWHERE that takes VISA—go out to eat, buy groceries, or buy more supplies—it's up to you!

Get your \$50 new customer bonus:

- 1) Go to www.carsondental.com
- 2) Shop for your favorite dental supplies—our online ordering system is the easiest in the industry AND we guarantee our prices with our 105% price guarantee!
- 3) When you check out, enter coupon code **<coupon code>**

Your \$50 VISA CASH CARD will ship with your order.

If you have any questions or would like to speak to a Carson Dental representative, please call us at 888-xxx-xxxx.

Thanks again for trying Carson Dental online, and we look forward to the opportunity to be your favorite dental supplier.

Sincerely,

Charlie Holley
CEO



PS: Don't forget! Your \$50 VISA CASH CARD is yours free for placing your first order of \$500 by <date>. Don't miss this fantastic opportunity to experience the best value in modern dental supply. With our 105% price guarantee and free shipping, you simply have nothing to lose and lots of money to save.