

6011 West Broad Street

Richmond, VA

Dear Reader:

Welcome to the new age! This is the time where cars park themselves, we can speak into our watches and cigarettes no longer need to be lit up! Step into the new age with NuMark! Have you heard about the new MarkTen Electronic Cigarette? No? Well, that is because you are one of the **first NuMark customers to receive this information!** With this privilege comes the added bonus of knowing the most about the product and **enters you into a lottery to win a brand new, complete with charger and kit, MarkTen Electronic Cigarette**! This is an exclusive offer offered only to NuMark and Phillip Morris’ most reliable and loyal customers. You are special! Are you excited? We sure are!

The MarkTen Electronic Cigarette appeals to our more mature customers – those who wish to discontinue the old practice of paper cigarettes and move into the new age, electronic, tobacco cigarette. These customers can be found in the highest of place, making a difference in the world. These are the customers we love – customers like you who show us loyalty and we thank you firsthand. The new MarkTen thanks you firsthand as well! The new MarkTen encompasses the best in fine quality tobacco as well as the most elite technology to invite you into a new age way of smoking. The pull is smooth with FourDraw technology for a consistently sophisticated experience charge after charge. The Electronic Cigarette also comes perfectly adhered to whatever your taste may be in flavors like classic and menthol. We also listened to your suggestions! Our customers asked us to go green and that’s what we did! The MarkTen is also the first NuMark electronic cigarette that is fully and completely recyclable. Every piece of the MarkTen, should you decide to dispose of it, can and will be reused by recycling companies.

Upon receiving this letter, please read the enclosed information about the MarkTen electronic cigarette and to return the attached sub card to be entered into the lottery for your own MarkTen electronic cigarette (in either of our two great colors!). Should you be chosen (which, I may add is a good chance of happening since you are one of 20 people in the world to receive this opportunity!), we will send you the cigarette in the color you chose, as well as, the charger and accessories kit (which is sold separately on the shelves).

Finally, As you use your MarkTen cigarette, please analyze your thoughts. How does it look? Does it look as sleek and smooth to you as it does to us? Is the new lighter weight something you enjoy? How does it taste? Most importantly, how does it make you look? How does it make you feel? Does the taste appeal to you? We’re in the business of making you look good and we’re pretty sure that the MarkTen makes you look dapper!

We look forward to having you enter in the NuMark MarkTen raffle.

We appreciate your business,

NuMark Team