



**Summer Value Event  
2009**

As a valued **[REDACTED]** Customer, we are inviting you to participate in our Summer Value Event, which will run from June 17<sup>th</sup> to July 31<sup>st</sup> 2009. Yes, two weeks longer than last year. These garments will be delivered subsequent to our summer shutdown period.

These are exceptional times that call for proactive measures. During this time of economic uncertainty you need a reason for the consumer to walk into your store.

Therefore for the first time ever **[REDACTED]** is offering a 15% discount on the entire **[REDACTED]** Custom set for both Clothing and Trousers during this year's Summer Value Event. We strongly recommend that you match our discount by offering a 30% discount at retail, thus promoting a Custom garment at an "off the rack price".

This allows for fabulous margin and excellent value to the customer. The value is in the craftsmanship, personalized fit and selection of fabrics. Never has so much been offered for so little.

To support this event we will send you an in store **point of sale** to help get your message to your customer. Mailer graphics will be available upon request.

To be included in this event please reply via fax or email no later than **May 31<sup>st</sup> 2009** to

**[REDACTED]**

Dennis Wilson  
Vice President

**[REDACTED]**  
**[REDACTED]**  
**[REDACTED]**

**[REDACTED]**