



F E N T O N

Handcrafted American Glass Artistry

September 27, 2004



Dear Fenton Showcase Dealer:

It's officially time to begin our 100th Anniversary Celebration! There are many events and products planned to help us celebrate the Centennial. This is a special time for our company and extended family across the country. We hope your collectors join in the celebration and enjoy the many special products developed for the 100th.

The opportunity our Centennial presents is definitely "once in a lifetime."

The introduction of our new Spring 2005 Collection is the first complete 100th Anniversary offering. Each piece will be labeled with a 100th Anniversary sticker and some pieces featuring a 100th backstamp. Our Spring Collection also features nearly 100 new items!

ALL NEW:

- *Mary Gregory* – Four new shapes and designs for this popular collection in Cranberry!
- *Dresser Set* – An elegant 3-piece dressing table set in priceless Burmese.
- *Stargazer Butterfly* – A wonderful Robin Spindler design that coordinates with Violet and Rosemilk.

Early Spring ... To ship from December 6, 2004 – January 28, 2005.

- *Showcase Dealer Exclusive* – Your first exclusive to feature the 100th Anniversary backstamp! Each made in Chocolate glass and inscribed with the signature of Randy Fenton.
- *Chocolate Limited Editions* – All pieces will feature our unique 100th Anniversary backstamp.
- *Mother's Day Limited Editions* – Two special gold-based colors, Wild Rose and Peach Crest. Each is limited to 1,500 pieces and features the 100th Anniversary backstamp.
- *Nature Company* – Animal figures representing land, air and sea. The hippo and dolphin are new!

Late Spring ... To ship from January 31 – April 8, 2005.

Spring orders placed by December 15, 2004 earn special discounts and dating!

NEW Spring Direct Mail Catalog – A great way to promote the 100th Anniversary and your new Spring merchandise! Includes two catalog exclusives in Azure Blue. Refer to the enclosed flyer and learn how you can earn additional discounts and dating – contact your sales representative today to order.

100th Anniversary Coffee Table Book – The best of Fenton over the past 100 years! Book purchasers will find a special voucher tucked inside and visit your store to purchase the special commemorative "Dancing Ladies" covered urn.

Our family invites you to celebrate with us during this special moment in time. Let's make the most of it!

With best regards,

Scott K. Fenton

Scott K. Fenton
National Sales Manager