

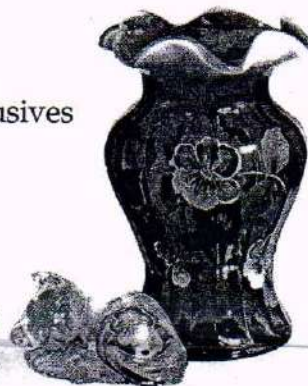
GLASS *messenger*

The Fenton Art Glass Company 700 Elizabeth Street, Williamstown, West Virginia 26187 (304) 375-6122 FAX (304) 375-6459

Dear Fenton Dealer:

We are excited to send you the 2004 *Glass Messenger* Subscriber Exclusives Cranberry Opalescent Vase and French Opalescent Sleeping Kitten.

Below are key "To Do's" to maximize your sales:



1. Display the 2004 Subscriber Exclusives on the wooden stands provided. Include the Exclusives as part of your Fenton display along with the enclosed subscription rack cards in a prominent location.
Note: The wooden stand is for dealer's display only. It will not be included when the pieces are ordered by a subscriber.
2. Encourage collectors to **subscribe before November 1...** this guarantees them the opportunity to order the 2004 Subscriber Exclusives.
3. **Subscribers will receive a personal purchase voucher with their March 2004 issue** providing the option to purchase **one** or **both** Exclusives through the Fenton dealer of their choice. Plan a postcard mailing (*see #4 below*) to invite your subscribers in to place their order for the Exclusives.
4. Keep **subscription brochures** available at all times. **The brochure has changed to a rack card for 2004.** Order FG208 (pack of 20 rack cards) at no charge by calling 1-800-249-4527.
Note: Postcards with the 2004 Subscriber Exclusives featured are available in packs of 100 for \$10.00, FG119. To maximize your Glass Messenger membership, mail the 2004 Subscriber Exclusive Postcard to your entire mailing list.
5. Finally, create a home in your Fenton display to promote the *Glass Messenger* and build your mailing list with the **Glass Messenger Point of Purchase Display**. Offer to sign up subscribers at your store and give them a back issue to read while they wait for their new subscriber packet to arrive in the mail. The display comes with one current issue, 15 copies of a recent back issue, and one pack of the subscription cards. **Available for \$15.00, FG170.**

Thank you for your continued support. Please call us at 1-800-249-4527 if you have any questions.

The Glass Messenger

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