



F E N T O N

Handcrafted Glass Artistry Since 1905



Date: September 27, 2004

To: Showcase Dealers

From: George Fenton

Subject: *Our 100th Anniversary Book*

We want you to be informed as to how we are marketing the 100th anniversary book *Fenton Handcrafted American Glass Artistry* and why we are proceeding as we are. We understand why some dealers would like to immediately begin selling the book and we want you to know why the plan is based on a different first step. We also want you to see all the benefits of this program to our dealers.

Here are our goals:

- A. To introduce the artistry and beauty of Fenton glass to consumers in a completely different way
- B. To expand the image of Fenton for those who see the book. Many see only a small part of the Fenton product range in their local retailer and don't fully appreciate the variety and uniqueness of what we do and have done over the past 100 years.
- C. To expand the number of Fenton consumers by providing a long-term tool for people to present to others the beauty of Fenton by displaying this book on their coffee table.
- D. To celebrate our 100th Anniversary
- E. To use the book and the story behind it as a public relations tool in 2005 and beyond
- F. To expand the number of Fenton consumers in 2005 and beyond by providing a desirable book to people who appreciate fine art and photography.
- G. To generate financial returns to our dealers through sales of an exciting Fenton glass item that is available ONLY to those who have purchased the book (a purchase voucher, similar to that used for Glass Messenger pieces, is included with each book)
- H. To make a return on our investment of time and money in producing the book. The cost of developing this book was substantial. We are working in partnership with Richardson Printing Corp., the company that prints our catalogs. Both Fenton and Richardson have expended an extraordinary effort in the photography, design, writing and printing of the book. It would have been nice, and easier for us, to offer the book just through our retail channel. However history has shown that we could not finance a project as big as this book without using a combination of distribution channels. The bottom line is this: if Fenton were to have depended on a wholesale price structure alone to generate an adequate return on our investment, this book would not have been produced.

Our network of dealers will benefit initially from this book through the publicity that goes with its publication and through the sales of the exclusive piece. For the long term, the dealer will have the opportunity to benefit from both retail sales and markup on the book and sales of the exclusive pieces as well as the opportunity to serve new customers who have been introduced to Fenton as a result of seeing the book.

Here are the elements of our marketing plan:

1. Through a special flyer offering a pre-publication price, the book is now being offered direct to end consumers via the Glass Messenger, the Fenton web site, the Fenton Museum, and the independent Fenton collector clubs. The pre-publication price (\$65 plus s/h) is good until 9/30/04. After 9/30/04, the book price is \$75, as printed on the dust jacket. Some leading Fenton dealers, enthusiastic about the book and mindful of its impact on collectors and future sales of Fenton glass, are distributing the pre-publication flyer. We also have flyers reflecting the \$75 price that can be used after 9/30/04 (let us know if you want some of these, and we will send them to you).
2. Each book is personally signed by a Fenton family member. We believe that collectors will attend future signing events (in 2005 and beyond) to add Fenton family signatures to the book they have purchased.
3. The book will also be sold direct to consumers at fall 2004 Family Signing Events (just as Glass Messenger subscriptions have been sold in the past).
4. Beginning in December 2004, the book will be shipped wholesale to our dealers who have placed orders for it.
5. All books sold direct by the company and all those shipped to dealers at wholesale include a purchase voucher, similar to that used for Glass Messenger pieces, for an exclusive piece. This piece must be purchased through the consumer's local Fenton dealer at full markup for the dealer.
6. The book will be sold at a "Buy it Now" price of \$75.00 on eBay throughout 2005.
7. Another version of the book, containing nine Fenton family signatures and having a different dust jacket, will be sold in mid-January 2005 on QVC. This version of the book is more expensive. A price of \$100 appears on the dust jacket, and QVC will determine shipping/handling as well as its on-air price structure.

In discussing all of the elements of our marketing plan with key sales representatives last spring, they were very understanding of the economics of such a project as well as the short and long-term benefits to our dealers. We hope you are too.

It's a beautiful book!

George W. Fenton