



F E N T O N

*Handcrafted American Glass Artistry*

February 5, 2008

Dear Fenton Dealer,

I'm writing this letter to let you know that "Fenton Art Glass is still in business." Last August we did announce that we expected to close at the end of 2007, but an overwhelming response from our collectors and dealers gave us the financial opportunity and the time to restructure our business. We are not out of the woods yet, but we believe that Fenton Art Glass can survive.

We have made many improvements since August including countless manufacturing, sales and marketing changes. We have also expanded our new Fenton International division. One thing that is absolutely certain about our ability to revive the company is our need for your support. Fenton products have "stood the test of time"...good times and not so good. Our 120 employees need you to continue buying Fenton Art Glass products as we introduce collections in 2008 and also consider products from our new Fenton International division as well. Here are a couple of very important facts about Fenton Art Glass as we move forward:

- Fenton Art Glass is still made in America. There have been rumors that we have moved our operations overseas and that is not true. Yes, we have expanded the range of products we offer but there is a full line of Fenton USA made glassware for purchase. All Fenton USA products will be reviewed and purchased over the internet and through a local representative. We will not mail printed catalogs for these collections and the selling periods will be short. For our latest Fenton USA collection please visit: [www.fentonartglass.com/jan2008.asp](http://www.fentonartglass.com/jan2008.asp). We will be taking orders on the current collection through February 20<sup>th</sup> so act fast! The purpose for this procedural change is to allow us to know what is on order before production starts so we can more efficiently match the production with the sales to reduce costs and avoid overruns.
- Fenton Art Glass is still a family owned and operated business. We are now in our 103<sup>rd</sup> year. We will be adding the letters "USA" to the Fenton logo in our moulds to confirm the Fenton USA items are made in America.
- Fenton International, our new import division, features handmade products from around the world. I have included color sales sheets for your review. Many of these products will begin to ship in May. There is something special about each collection and I'm sure you'll agree the designs are unique and different from others in the market. Fenton International will carry the same strict quality and craftsmanship standards that Fenton is known for.

I encourage you to visit the January Collection website as soon as you can and replenish your Fenton Art Glass inventory. In addition, please enjoy the new products from our Fenton International division and contact your local representative or our Customer Service directly if you have questions or orders.

Best Regards,

George W. Fenton, President