

Dear Valued Customer:

PreGel AMERICA is happy to announce our exclusive Marketing-in-a-Box (MIB) promotion, the promotion features two marketing kits, one for gelato and the other for frozen yogurt.

These kits were created to help assist with your ongoing marketing efforts. There are many benefits to using the items in our kits, simply because there is always an added benefit to marketing your product through visually appealing material. Marketing is much more than just advertising — you must also draw customers into your store by placing materials that will grab attention and give knowledge about your products. The MIB kits offer a unique and easy solution to help keep your company competitive in the frozen dessert arena.

As part of PreGel AMERICA's initiatives to provide its customers with marketing materials, PreGel AMERICA will provide MIB kits for promotional purposes **only while supplies last**. Our hope is to offer this promotion ongoing as we develop new MIB concepts. The MIB kits will be provided according to the policy requirements listed below.

Requirements:

- PreGel customer qualification & verification
 - Must have purchased a minimum of \$6,000 in product cumulatively over the last 12 months
 - Verification by PreGel Sales Representative or Special Service Team Member
- PreGel customers may receive **ONLY ONE FREE** kit per promotion, either the gelato kit or the frozen yogurt kit. Additional kits are available for purchase at a cost of \$60 dollars per kit.
- Kits will be shipped out with new customer orders or with existing customers next order. PreGel will not pay to ship kits alone.
- Customers may have their MIB kits shipped separate from their order if THEY PAY for the shipping. They can provide their account number or pay based on the PreGel published rate provided by PreGel Warehouse.
- Must submit completed request form to receive either your free kit or additional kits.

MIB Kit Materials (choose one of the following kits):

- Gelato Kit:
 - Gelato point-of-sale insert
 - Pack of 100 gelato brochures
 - 1 plastic holder with brochure pocket
 - Gelato discount coupon (gives you the ability to add your business card, fill-in discount amount and pass out to customers)
 - PreGel AMERICA flash-drive that includes:
 - Press release template
 - Media alert template
 - PDF versions of all the graphic files
 - Three posters: *Please note that posters will be sent separately
 - Gelato
 - Sorbetto
 - Pastry
- Frozen Yogurt Kit:
 - Frozen Yogurt point-of-sale insert
 - 1 plastic holder
 - Frozen Yogurt discount coupon (gives you the ability to add your business card, fill-in discount amount and pass out to customers)
 - PreGel AMERICA flash-drive that includes:
 - Press release template
 - Media alert template
 - PDF versions of all the graphic files
 - Two Posters: *Please note that posters will be sent separately
 - Frozen Yogurt (2x)

To receive your PreGel AMERICA promotional MIB Kit, you must fill-out the attached Request Form and send it to:

PreGel AMERICA
Attn: Special Service Team
4450 Fortune, Ave. NW
Concord, NC, 28027
Fax: 704/707-0301

E-mail:
specialserviceeast@pregelamerica.com
specialservicecentral@pregelamerica.com
specialservicewest@pregelamerica.com

We look forward to sharing all the wonderful things PreGel AMERICA has to offer with you.

Sincerely,
The PreGel AMERICA
Marketing Team



Gelato Kit (MIBGELKIT)

Included in each Gelato Kit:

Gelato
Point-of-Sale Insert



Size: 8 1/2" x 11"

Gelato Brochure



Size: 4" x 8"

1 Plastic Holder for
Inserts & Brochures



Gelato
Discount Coupon



Size: 6" x 4"

PreGel AMERICA
Flash-drive
(filled with media files)

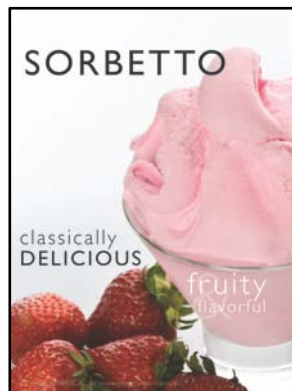


Gelato Poster



Size: 18" x 24"

Sorbetto Poster



Size: 18" x 24"

Pastry Poster



Size: 18" x 24"



Frozen Yogurt Kit (MIBFYKIT)

Included in each Frozen Yogurt Kit:

Frozen Yogurt
Point-of-Sale Insert



Size: 8 1/2" x 11"

Plastic Holder
for Insert



Frozen Yogurt
Discount Coupon

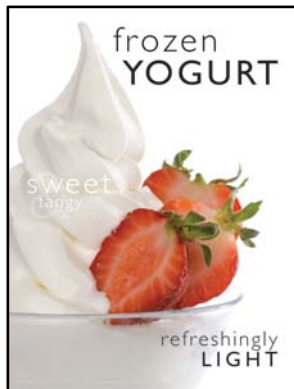


Size: 6" x 4"

PreGel AMERICA
Flash-drive
(filled with media files)

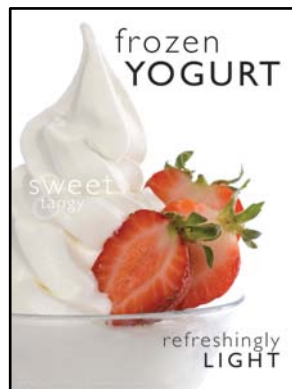


Frozen Yogurt
Poster



Size: 18" x 24"

Frozen Yogurt
Poster



Size: 18" x 24"



PREGEL AMERICA - MARKETING-IN-A-BOX PROMOTIONAL KIT REQUEST FORM



REGISTRATION INFORMATION (PLEASE PRINT)

Name:		Date:
Company:		
Address:		
City:	State:	Zip:
Shipping Address: (if different from above)		
City:	State:	Zip:
Phone:	Fax:	
E-mail Address:		
PreGel Sales Representative name:		

How did you hear about PreGel AMERICA's MIB promotional kit?

Did you learn about the program through another PreGel customer? Yes No

If "yes" customer's name:

Are you interested in more opportunities like Marketing-in-a-Box? Yes No

Meet minimum purchase requirements of \$6,000? Yes No

3 EASY WAYS TO RECEIVE YOUR MIB PROMOTIONAL KIT:

- Mail this completed form to PreGel AMERICA, Attn: Special Service Team, 4450 Fortune Ave. NW, Concord, NC, 28027
- E-mail this completed form to your Special Service Team Member
- Fax this completed form to (704) 707-0301

PLEASE SELECT WHICH KIT YOU WOULD LIKE TO RECEIVE:

MIB promotional kits: (select one) Gelato (MIBGELKIT) Frozen Yogurt (MIBFYKIT)

COMMENTS:

SIGNATURE OF APPLICANT:

Name:	Date:
-------	-------

By signing this form you agree to the policy and terms listed and by sending the MIB promotional kits, PreGel AMERICA grants a one-time nonexclusive, sub licensable, royalty-free license to use the supplied PreGel marketing materials to use, store and display to the person(s) listed above. One free MIB kit per customer, per location. PreGel will not re-send any duplicate or replacement material. PreGel will not customize any of the materials available. This offer is available while supplies last.

PURCHASE ADDITIONAL KITS :

# of additional kits - \$60 per kit:	_____ Gelato (MIBGELKIT)	_____ Frozen Yogurt (MIBFYKIT)
<input type="checkbox"/> Check <input type="checkbox"/> Money Order <input type="checkbox"/> Credit Card		
Credit Card #	Card Type:	Exp. Date:
Billing Address: (if different from above)		
City:	State:	Zip: