

*M*arketing
Momentum

“Marketing Specialists to Fine Jewelers”

2008 VALENTINE’S DAY PROMOTION

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Our 2008 Valentine's Day Promotion is based on providing your customers a DOZEN FREE ROSES with their minimum purchase.

Marketing Momentum will provide a complete turn-key program that is hassle-free and cost effective.



Marketing Momentum has purchased 72,000 roses directly from the growers and will provide them to you at a cost of \$20.00 per dozen delivered to your door.

That's \$20.00 per dozen for 21" - 23" medium stem red roses of the Classy, Freedom and Charlotte varieties delivered fresh to your door directly from the growers.

This is an incredible price and an extraordinary opportunity.

These roses are packaged in cello with greenery and baby's breath
consumer-ready to hand to your customers.

All you will need to do is reach in the box.

The roses will arrive at your store via Fed-Ex
on Tuesday, February 12th directly from the growers.

Marketing Momentum will provide the following products and services:

Direct Mail Postcards

(We will mail using your database selecting men only.)

Store Hand-outs

In-Store Signage

Voucher Cards

Newspaper Ad

and, of course, ROSES.

For those interested in additional advertising, we are also providing:

Television Commercial

30 second spot which can easily be personalized with your information for a very minimal cost of only \$299.00.

Check it out:

Option A: http://www.avpds.com/movies/flash/mm_combination.html

Option B: http://www.avpds.com/movies/flash/mm_strategy.html

SPACE IS LIMITED

Although 72,000 roses is a lot of roses, it is only 6000 dozen.

That will allow us to do this promotion for approximately 50 stores.

Therefore, if you are interested, please respond quickly as this promotion is being offered on a “first come” basis and we expect the first 50 spots to be filled within a few days.

TIME IS LIMITED

We are prepared to order more roses, if they are available, but need to commit to the growers by January 5th, 2008.

After that, we will not be able to order any more roses and this program will be closed.

The following pages
will show you the marketing materials
for this promotion.

There are two options available.

DIRECT MAIL POSTCARDS - 11.5" x 5.75" JUMBO SIZE

on 12 point stock with a high-gloss finish on both sides

OPTION A

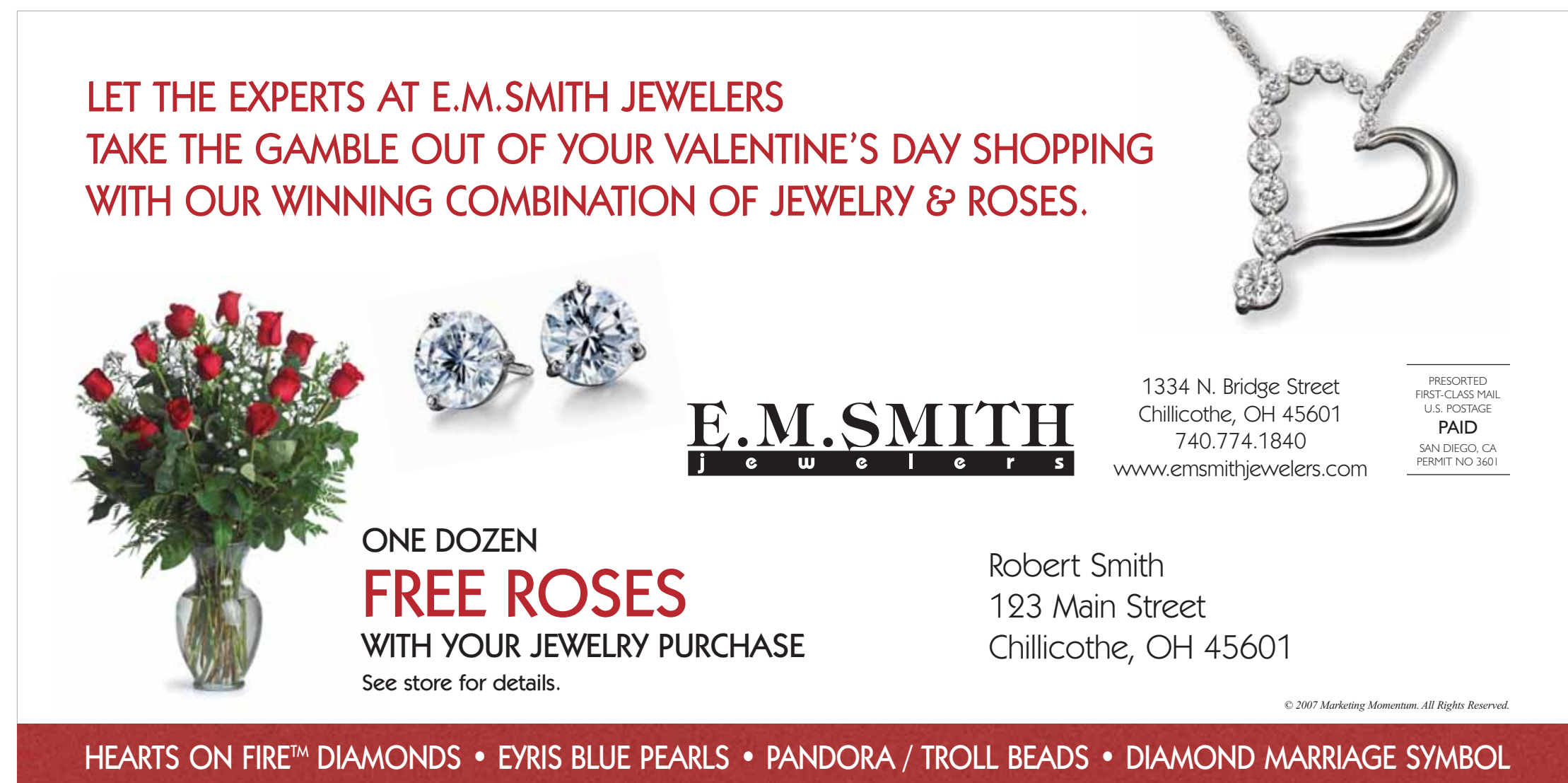


FRONT

OPTION B



FRONT



BACK



BACK

MATCHING STORE HAND-OUTS - 8.5" x 5.5"

on 12 point stock with a high-gloss finish on both sides

OPTION A



FRONT

OPTION B



FRONT



BACK



BACK

IN-STORE POSTER - 22" x 28"
on 3 mil rigid plastic printed with high-gloss UV inks

ONE POSTER IS INCLUDED.
Additional posters are available.

**ONE DOZEN
FREE ROSES**
WITH YOUR JEWELRY PURCHASE
OF \$200 or MORE.

LIMIT ONE PER CUSTOMER WHILE SUPPLIES LAST.
ROSES ARE AVAILABLE FOR PICK-UP ON FEB 13TH & 14TH ONLY.



ONE DOZEN RED ROSES
AVG. 21" - 23" LENGTH WITH
GREENS AND BABY'S BREATH.

THIS PHOTO IS A REPRESENTATION
ONLY AND YOUR ROSES MAY APPEAR
DIFFERENT. VASE NOT INCLUDED.

\$200 or MORE?
You determine
what is right
for your store.

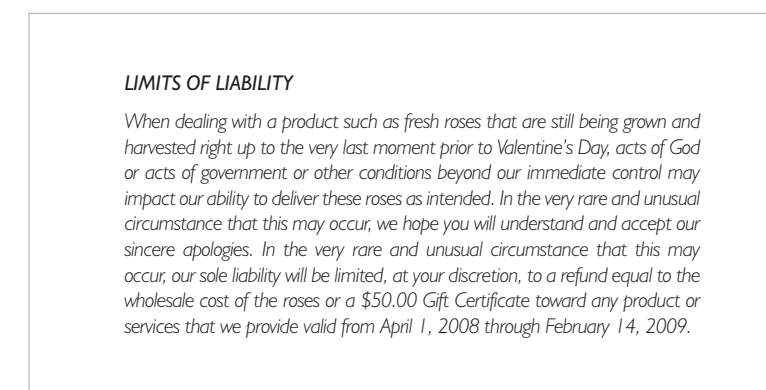
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VOUCHER CARD

Given to the customer to redeem his roses and to protect your liability in the event of acts of God or acts of government, etc. . . .



FRONT



BACK

LIMITS OF LIABILITY

When dealing with a product such as fresh roses that are still being grown and harvested right up to the very last moment prior to Valentine's Day, acts of God or acts of government or other conditions beyond our immediate control may impact our ability to deliver these roses as intended. In the very rare and unusual circumstance that this may occur, we hope you will understand and accept our sincere apologies. In the very rare and unusual circumstance that this may occur, our sole liability will be limited, at your discretion, to a refund equal to the wholesale cost of the roses or a \$50.00 Gift Certificate toward any product or services that we provide valid from April 1, 2008 through February 14, 2009.

NEWSPAPER AD

Complete files furnished to your newspaper for proper sizing and personalization.



NO NEED TO TOSS THE DICE THIS
VALENTINE'S DAY! WE HAVE THE
WINNING COMBINATION!



ONE DOZEN
FREE ROSES
WITH YOUR JEWELRY PURCHASE
See store for details.



E.M. SMITH
jewelers

1334 N. Bridge Street, Chillicothe
740.774.1840
www.emsmithjewelers.com



Godwin
Jewelers
Your Source for Diamonds Since 1960

IT'S THE SMART MOVE.
Shopping Valentine's Day
at Godwin Jewelers
is a winning strategy.



ONE DOZEN
FREE ROSES
WITH YOUR JEWELRY PURCHASE
See store for details.



400 E. Shotwell Street, Bainbridge
229.246.7900
www.godwinjewelers.com



SPACE & TIME IS LIMITED

If you are interested, please reply to this e-mail and
we will send you an Order Form.

THANK YOU!



"Marketing Specialists to Fine Jewelers"

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