

<NAME>
<COMPANY>
<STREET ADDRESS>
<TOWN>, <STATE> <ZIP>

<DATE> <OO>, 2003

Dear <NAME>,

In today's fast-paced society, there's an expert in every field, and an answer to every need. If your computer network crashes, you call tech support. If you can't make sense of the budget, you dial your financial advisor. And if you want your business to soar, you contact us.

Welcome to ITO-Y Marketing and Design. We provide concept, copy and design for marketing in the terrestrial and electronic realms.

Want to stand out in an endless sea of companies beating you to the client by their own sheer luck? You know you're good. You know you can deliver prime customer satisfaction in your field. But do your prospects know? When you're striving for corporate growth, sometimes advertising goes by the wayside. That's where we come in.

With 12 years and a long list of satisfied clients behind us, ITO-Y Marketing and Design can help position you as the industry leader. Take your business to the next level with a campaign that really drives it home. Talk with us; teach us about your area of expertise and what you'd like to achieve. Then watch us make it all come together.

The great thing about working with a small agency like ours is this: we cater personally to all your advertising needs and work on a per-project basis. So, you're not locked into anything. The other great thing is the savings. We deliver Madison Avenue work for Main Street rates.

Create compelling ads that will impact your bottom line. Harness the full communications arena and grow your business through websites, email promotions, pop-up windows, banner ads and interactive web pages. Self-promote successfully with sales letters, self-mailers, print ads and direct mail packages. Show up at the next trade show with an exhibit booth that stands out in a crowd and blows away the competition.

Please take a moment to review our portfolio online by visiting www.ito-y.com. Discover our full range of advertising capabilities that combine conceptual thinking, design, copywriting and technology to deliver a truly powerful message. Feel free to call or email me to discuss how we can help your business thrive in this changing economy.

Best regards,

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