



Tiny trinkets for imaginative play!

Dear Retail Store Owner,

We have a delightful new game called Think-ets which is just now being released to toy stores across the nation and we would like you to consider carrying it in your store.

With so many products to choose from, we believe Think-ets is worth carrying not only because it's fun, portable and "brainy," but also because of recent trends in the market and certain points of appeal:

- 1) Kids and Parents Want Shorter Games - A recent newspaper article proclaims: "Busy lives, short attention spans prompt speedier games". Our game can take between 2-20 minutes to play, depending upon the game and number of players.
- 2) Brain Research Links Free, Imaginative Play with the Development of Physical, Cognitive and Social Skill - Albert Einstein said "Imagination is more important than knowledge" and many psychologists agree that games that encourage imagination are critical for children. Think-ets stimulates imagination like no other game.
- 3) Everyone We Show it to Loves the Game - Toy consultant Lynn Rosenblum, who used to review hundreds of toys, loves the game. Grandmothers love the game for how it connects them to their grandkids. Mothers love the game for how it brings out the creativity in their kids. Kids love the game because it's "so cute" and "just fun to play with." Toy inventors, authors, attorneys, artists and kids all say they love our game.

We believe Think-ets is unique enough that many people will want to buy it. Of course, the real test is playing it with children and seeing what you think. Send us an email if you would like me to send you a sample game. We're happy to do so.

We have put together a sell sheet for you to look at which describes a bit more about the game. Download the "Think-ets Retail Flyer" and the "Think-ets Survey Results" from the For Retailers page of our website for more information.

Thank you for considering carrying what we think will be a very popular item. Please don't hesitate to call if you have any questions about Think-ets. We look forward to speaking with you about this soon.

Sincerely,

Randy Compton

PS- No two games are alike, so customers may return to add to their collection!