



This letter was sent on my client's letterhead with a commemorative football to a target list of 40 companies. The client renewed three accounts and secured an additional two contracts.

[Recipient]
[Address 1]
[Address 2]
[City, State Zip]

[Date]

Have a ball this winter with McKenna American.

Dear [Recipient],

On the eve of the 2005 NFC Championship game, a blizzard hit the Philadelphia region leaving behind over a foot of snow. Kickoff for the much-hyped Eagles v. Falcons football game depended on how quickly the snow could be removed in and around Lincoln Financial Field. The one thing on everyone's mind: Would this game go off without a hitch? Who would get a job of this magnitude done in such little time?

The answer: McKenna American, LLC

McKenna American responded and resolved the dilemma. Mounting a massive snow removal operation, McKenna American staffed and orchestrated the efforts of 1,500 people both inside and outside the stadium. By kick off time, the 1,132,000 square feet of surface area, 2 acres of ball field, 50 acres of sidewalks, and 300 acres of parking lots showed little signs of the paralyzing blizzard. To get the stadium, field, and parking areas into acceptable shape within 24 hours, McKenna American used all tools available – from brooms and shovels to 100 pieces of heavy machinery including backhoes, loaders, and dump trucks. McKenna American had completed the job that very few would attempt. The Philadelphia Eagles went on to win the Championship game 27-10.

The above story represents McKenna American's determination and commitment to get the job done, safely and efficiently. We also handle snow removal for the Wachovia Center, Citizens Bank Park, and the Brandywine Town Center (1 million square foot power center), as well as over 45 shopping center in the region. We take pride in the quality of our work and are extremely reliable and well-insured.

With the end of summer upon us, now is the time to consider your snow removal needs for the coming winter. We will be contacting you shortly to schedule a meeting to discuss your needs. In the meantime, if you have any questions, please feel free to either call me at 888-849-5959 or visit our website at www.mckam.com.

Respectfully,

Timothy McKenna
Managing Partner

PS Please accept this commemorative football as a reminder of our ability to perform under pressure.