

From: Jennifer Roos
Sent: Tuesday, April 27, 2010 1:15 PM
Subject: Pearle #353 Refresh - Thanks!!!

Hi!

First off, I wanted to say thanks to you guys for the all of the time, effort, (blood, sweat & tears :) you put into this last Pearle campaign. The brand has been receiving LOADS of phone calls from the stores and RDM's, all singing the praises of how great the new in-store signage looks. They've even received kudos from Franchise locations, which is something that's never, ever happened before.... just goes to show we really know how to get it done!!

That being said, I was wondering if you could both ship back to me any InnoMark proofs currently at your locations. As these images will be used throughout the year on other graphics, Gary wants to make sure we have these match prints to compare to.

Again, many, many thanks for the TERRIFIC job on this promotion.... there's no way I could have done it without your help!!!!

Jen ;)



Jen Roos
Production Manager