



April 29, 1996

Ranch Hand Truck Stop
US 30
Montpelier, ID 83254

Dear Truck Stop Owner/Operator:

Congratulations on your truck stop diner being included in the first ever *Vivarin® Guide to America's Best Truck Stop Diners*. Your diner received this honor based on the votes of some of the toughest food critics around -- truck drivers.

We received ballots from hundreds of truckers from around the country telling us their favorite roadside dining establishments. Each diner was rated on its food, atmosphere, service, value and size of serving.

Enclosed you will find a complimentary copy of the *Vivarin® Guide to America's Best Truck Stop Diners*. If you are interested in purchasing additional guides, give us a call. The guides can be purchased, at cost, for \$3.33 each. We recommend that you sell the guide at a retail sales price of \$3.99, which would enable you to realize a 20% profit margin.

We have also enclosed two decals that indicate to your customers that you have been honored by America's truckers in the *Vivarin Guide to America's Best Truck Stop Diners*. We hope that you will display the decal proudly on your front door, cash register or anywhere it will be seen by your patrons.

Promotional coverage for our guide has been great. More than 33 million people have seen, heard or read about the *Vivarin Guide to America's Best Truck Stop Diners*. *Truckers News*, *Road King*, *Overdrive* and many other magazines have already featured the guide. With all the good news drivers are reading about the guide, you won't want to miss being a part of the next edition.

We are currently planning the Second Edition of the *Vivarin Guide to America's Best Truck Stop Diners* and hope we can count on your participation. Please fill out the enclosed information sheet so that we have complete information about your diner. The completed form can be faxed to me at 212/546-2550 or mailed to me at GCI Group, 777 Third Avenue, 23rd Floor, New York, NY 10017.

Sincerely,

Suzanne J. Cohen
Account Supervisor



Three Rivers Group
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