

Promotion Abuse

Mr. Joe Consumer
100 Main Street
Louisville KY 40201

Dear Mr. Consumer:

Thank you for contacting us about your recent purchase of KOOL. I realize how frustrating it must have been for you to be excluded from a promotion.

For this reason, I have shared your retail experience with our sales force in your area. Using the valuable information you provided, they will investigate this matter and take any necessary action.

Mr. Consumer, I certainly understand your disappointment and have enclosed *some coupons for your future purchases*. We appreciate your support and hope you will continue to choose and enjoy KOOL.

Sincerely,

Smiling Sue
Consumer Specialist

