

ECRM TEMPLATE: We Look Forward to Meeting With You at ECRM

Lisa Vella

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To: Lisa Vella <lvella@kicker.com>;

The logo features the word "KICKER" in a large, bold, black sans-serif font. To the left of the "K" is a stylized yellow and black graphic element. To the right of "KICKER" is the phrase "MADE FOR SHARING" in a smaller, bold, black sans-serif font. The entire logo is set against a bright yellow rectangular background.

Dear _____,

How are you? I hope you are well! We are really looking forward to our meeting with you at the ECRM event in March.

You'll be meeting with Dan and Rhonda, but in order to make the meeting as productive as possible, I wanted to tell you a little bit about the products they'll be highlighting. Over the past few years, Kicker has been developing Lifestyle and personal audio products for people who enjoy outdoor sports and activities and want to bring their music with them.

This year, we'll be showing you the *complete* family of Bullfrog Bluetooth speakers (BF400, BF200, BF100) all at natural price points, and ready to ship now. These speakers have the same great punchy base and award-winning sound that Kicker products are so well-known for. The BF400 and BF200 are weather proof (perfect for the beach, camping etc.), and if left in the rain, no problem. The BF100 is even fully waterproof and submersible. A little mud, sand or water does nothing to compromise their integrity – making them ideal for rough and tumble play.

Again, we're excited to meet with you and learn more about the possibility of forming a mutually beneficial partnership with _____. Thank you!

Best Regards,

Lisa Vella
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