

September 2004

Dear Loyal Customer

First I would like to take this opportunity to thank you for your past business and to reassure you that we very much appreciate your choice to buy your sports and leisure footwear from our store.

Over the past few months we have been updating our computer system and data base so that we are able to provide a higher level of service to our customers. Our system shows that you have been an active member of our Family Card program and have enjoyed the excellent value that this program provides.

As a result of changes to our computer system we have been able to make some enhancements to our Family Card program that will deliver increased value to you as one of our most valued customers. Attached to this letter you will find a new VIP CLUB card, this card will provide you and your family with increased and regular discounts of 9% each time you purchase at any of the stores listed below.

By completing at least one Family Card in full you have now qualified as a VIP CLUB CARD MEMBER and will now be entitled to this fantastic discount on any item not already reduced at any of these 5 stores. These selected stores are now linked and will be able to provide detail on any purchase you make from any of these stores.

It is very simple, each time you make a purchase for yourself or your family just present your new VIP CLUB card and our trained sales assistant will be able to provide you with this great new discount. No more need to complete a Family Card; we are rewarding you for your past choice of regular purchases from The Athlete's Foot.

Again I thank you for your past purchases from our stores and look forward to welcoming you in the near future.

Yours sincerely