Ms. Danah Wolfe

Sales Manager

ExcelMart, Inc.

January 4, 2011

Ms. Cynthia Loeb

One North Wacker  
Chicago, Illinois 60676

Dear Ms. Loeb,

A prosperous new year to you and your family!

We are ExcelMart, Inc., a renowned grocery and department store in Latin America which has been in the business for over twenty years.  We are happy to announce to you that we will be opening a new branch in town next month.  Come and experience luxurious shopping at more affordable prices that we are known for.

You can conveniently buy all your shopping needs from school supplies, clothing, kitchenware, hardware, and groceries at our store.  Our warm and friendly sales staff are always ready to assist you and help you buy the most suitable products for your needs.  We will offer special discounts on our opening day, February 4.  Be one of the first 100 customers and you will also receive a special gift certificate valid for one year.

We look forward to having you as one of our loyal customers soon.

Sincerely,

Danah Wolfe