

From: Jane Atkinson|Chill-o-Matic, Inc.

Subject Line: Save Up to \$1000 on Our New, Lightweight, Moveable LBR Coolers...Only 50 Personalized Coupons Available So Act Now!

Your Cooler Problems Solved.
Sign Up Now for a 25% Discount on Our New "LBR" Cooler at
The Restauranteur Conference and Trade Show.
(First 50 Customers only)

You're an independent restaurant owner. Long days...constantly trying to out-think and out-hustle the big restaurant chains. It's your whole life...and your family's life too.

You need a cooler that works hard *and* smart...just like you.

You need the new *LBR Cooler*.

Why do we say that? Because the *LBR Cooler* is...

- **Flexible.** Lightweight and mounted on sturdy rollers...two people can easily move it anywhere in your kitchen.
- **Efficient.** As energy-efficient as any cooler on the market...our new lightweight compressor saves power, weight and money. And the condensation-resistant full glass door lets you see the food inside without having to open it.
- **Cost-effective.** Costs 28.2% less than its competitors (based on a study by *LR Brown and Associates*).

Because we believe the *LBR Cooler* is the right solution for you, we're offering an additional 25% savings at the upcoming *Restauranteur Conference & Trade Show*. Just click on the link below to reserve your *personalized* coupon...which could save you as much as **\$1000 dollars**. But hurry...there are only 50 coupons available...and they're running out fast!

<Click here to reserve your LBR Cooler 25% discount coupon.>

See you at the RCTA!

Jane Atkinson
Marketing Director
Chill-o-Matic, Inc.

(Body text: 193 words, Flesch-Keith grade 7.0)