

## Word of Mouth Advertising Promotion

### LETTER REGULATIONS

1. Letter to be mailed within 30 days from date of purchase.
2. Handwrite in ink only.
3. Stay within blocked area of letter form.
4. State HONEST opinion: any dislikes, outstanding features, etc.

Dear Sirs,

I am pleased with my IONICS WATER TREATMENT SYSTEM MODEL # IQ0820B, which I am glad to say has a great warranty. We really see a big difference in the way the clothes look and feel. The whites are alot whiter and they smell alot better too. The dishes get alot cleaner in the dishwasher, we have used alot less detergents with the conditioned water. I have also noticed that my skin feels alot softer. The taste of the water and the smell is alot better too, now I can enjoy a real good cup of coffee. I feel we have already started saving money.

Name: Raymond Davis

Address: [REDACTED]

City/State/Zip: Gaines, FL 32632

*I, the undersigned, authorize the reproduction of the above letter.*

X Raymond Davis