



MAILCALL

Email to Export Accounts

December 17, 2004

Well, we missed publishing *MailCall* last Friday for the first time since issue number one was mailed on March 19, 2004. We office guys were all scattered about selling trim tabs and coordinating 2005 programs with our suppliers, and the production folks were taking inventory, but we're back at the desks today.

As we have noted, the "Oval" is working well and with no glitches. We have asked for comments on the Oval and it's been suggested that we offer an additional model in black where the Oval is now gray. We plan to do this for spring delivery but need further input. We propose to change the gray to black, except for the writing on the switches, which we will leave gray. We will also leave a thin gray border at the base of each switch to highlight it as a switch. The "tabs up" and logo will be changed to gray as well. Another option would be to have all of the above proposed gray in white. But would white show dirt too easily? Please comment since we want to put this in the works without delay.

We have a good volume of orders coming in ahead of the January price increase, which we appreciate very much. All of these orders will be shipped by January 15th as noted in our price increase announcement which we made last October.

More next week but let us hear from you in the meantime. Use mailcall@lectrotab.com for your reply. Our responses will continue to be very quick!

Best Regards,

L. Jeremy Crews
President