

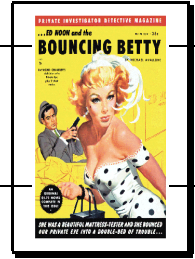
PC Design

"VINTAGE PAPERBACK & PULP FICTION COVER ART POSTCARDS"

DESIGN, LICENSING, PUBLISHING AND SALES

JEFF LUTHER – PROPRIETOR

<http://www.pulpcards.com>



September 16, 2011

Wholesale Customer
YOUR COMPANY

Dear Customer:

Thank you for your dealer interest in selling my **Pulp Fiction Postcard** line in your country! Along with this cover letter, I'll enclose my catalog, a wholesale order form, a sample postcard, and a business card with my current contact information.

This line of postcards is doing quite well in a wide variety of different shops and mail-order businesses: new and used book and comic stores, accessory, card and stationary shops, plus "off-beat" and other "retro"-type shops here in the U.S., as well as in Canada, Australia, New Zealand, England, Japan, and several European countries. I believe they can do well for you, too.

I advertise and sell retail through the mail and over the internet at my Web site: <http://www.pulpcards.com>. I also sell on a wholesale basis, here in the U.S.A. and in other countries. And as the order form states, postcards are US\$4.20/dozen, with a 24 dozen minimum per order. I offer a 10% discount on orders of 100 dozen or more.

I would be happy to develop a business relationship with your company. However, until we have such a relationship established, I initially request prepayment in U.S. Dollars. You may pay by company check or money order, or by credit card. I accept Visa and MasterCard. If you use a credit card, you may fax your order. My fax number is listed below.

Shipping charges will be billed when the order is filled. Payment on shipping is due within 30 days of receipt of order. Any import duties and taxes are to be paid for by the distributor. I generally use UPS/"Expedited" for international shipping. Let me know if you would recommend another shipper to your particular country.

A recent licensee of PC Design's, *Portal Publications LTD*, released their line of products entitled **The Pulp Fiction Collection** last year, featuring images licensed from my postcard line. See the back of the postcard catalog for *Portal's* and other companies' lines of products incorporating many or all of my postcard images. *You may contact those companies directly for further details and for ordering these products.*

I also have a supply of 12 different **Pulp Fiction Key Chains** available for purchase on a wholesale basis. They wholesale for \$1.75 each, with a minimum order of 24 units. (I sell them retail on my Web site for \$3.95 each.) Postcard images available as key chains are shown on the key chain wholesale order form, which I'll also enclose. You may contact me directly if you have questions, or use the enclosed key chain order form if you wish to place an order.

Thanks again for your interest! If you have further questions or comments, be sure to contact me. And, in the meantime, I hope you enjoy my postcard offerings!

Best Regards,

Business Address: P.O. Box 4336 Palm Springs, CA 92263 U.S.A.
Shipping Address: 1133 N. Calle Marcus Palm Springs, CA 92262 U.S.A.
email: pcdesign@pulpcards.com

Phone: (650) 387-4078
Fax: (888) 389-4667