

I would like to introduce to you my Innovative Seatbelt Adjusters, a tried and proven product that will nicely compliment your Automotive Accessory Lineup and is the **Hottest Impulse Auto Accessory Product** seen in quite a while. This product that can be used by every member of the family. The Seatbelt Adjuster has been **safety tested and approved** to be used with children 50 lbs. and over if in a booster seat, **plus** tweens and Grownups. This is a product that has offered driving comfort to over 10 million users and a product that has earned **1<sup>st</sup> place** when “**searching for**” seatbelt adjusters on Amazon.com as well as the **most** 5 star reviews out of the many waist type adjusters that Amazon.com offer. **Please see** attached Comparison Sheet. The Seatbelt Adjuster is competitively priced plus will last for many years since they do not break when slammed in the car door as most of the competitive adjusters do. They have been carried in the top 3 National Catalogue Houses for over 15 years, see links attached, plus view the over 100 positive reviews on their sites. This is a product that will bring the customer back to your store for replacements when replacing their vehicles as well as word of mouth business.

We have just created a new “**Buckle Up Angel**” Brand with an Innovative Logo embossed on it, reminding you **to buckle up and be safe every trip every time**. The Buckle up Angel Brand ties in nicely with the annual Spring/Summer “**Click-it or Ticket National Campaign**” as well will draw major social and print media from the many safety advocate groups and safety editors.

Seeing that our Seatbelt Adjusters are such a practical “**Hand and Glove**” fit for women who have just had a mastectomy, we pursued a license with the National Breast Cancer Foundation Inc., (NBCF). Licensing the Seatbelt Adjusters with the National Breast Cancer Foundation will generate funds to help the Foundation’s Mammogram Program wherein they help women by providing **free** mammograms, education, support and early detection services.

The New **NBCF Brand has proven** to be a year round seller, **plus** the 17 month recent Test Results enclosed, prove the **consumer is interested** in supporting the cause on a year round basis. In our Test it was discovered that the consumer likes to purchase more than 1 pair of Adjusters, especially if they have a SUV and transport extra kids when taking them to sports events etc. So I recommend carrying both brands thus eliminating too much pink, this gives them a chance to buy 1 Pink and 3 Black. The NBCF Brand also ties in nicely with the **Fall National Breast Cancer Awareness Campaign** as well is an excellent stocking stuffer for Christmas. Once again by placing the Adjuster in High Traffic Impulse areas during this season will help to build a larger Customer Base quicker and will drive traffic to your accessory Department with the repeat business as they also have a Newsworthy story and like the Buckle up Brand the NBCF Brand will draw much publicity from the many “**Walk for the Cure**” Groups as well as through their social media channels plus many print media editors who are always looking for products that offer solutions to every day problems, to offer their readers.

Another added feature both new Brands have to offer is multiple category locations i.e. “The Buckle up Angel Brand can also be cross merchandised in the Child Travel & Safety Department and the NBCF Brand in the Health and Living Department Category as well as in your Online Store. It should be noted that the sooner the impulse programs are started, the quicker you can start enjoying the repeat business.

Our Adjusters are carried by The Pep Boys Retail and On Line Store under our Master Design Trademark and retail for \$ 5.00.

The competing Brands that you see on Amazon.com are in most of the Auto Chains in the \$ 5.00 Bracket.

Wal-Mart retails the comfort clip for \$ 3.00. This offers the consumer a savings, or is it? The set I purchased only lasted 3 to 4 months and succumbed to getting slammed in the door one too many times and broke off the seatbelt. The National catalogue houses and amazon.com have also established \$ 5.00 retail and have left millions of impressions, thus allowing the consumer to be able to make a quicker decision when seeing them in your outlets.

Will you buckle up with us to help support the cause?

Yours very truly

Terry Campbell  
Masterlink Marketing Inc.

**Links:**

**Miles Kimball:**

<http://www.mileskimball.com/MilesKimball/Shopping/ProductDetail.aspx?ProductID=0000056630&ICMP=Search>

**Master Design Seatbelt Adjusters:**

<http://www.masterlink.ca/Home/Home>

**Safety Section of the Website:**

[http://www.masterlink.ca/Default.aspx?Page\\_GUID=ffce](http://www.masterlink.ca/Default.aspx?Page_GUID=ffce)

**Miller Report on Testing of the Seatbelt Adjuster:**

[http://masterlink.aboweblink.com/Files/Docs/miller\\_report.pdf](http://masterlink.aboweblink.com/Files/Docs/miller_report.pdf)

**Insurance Institute for Highway Safety:**

<http://www.masterlink.ca/Files/Docs/IIHS%20Releases%20Study%20Ranking%20Booster%20Seats.pdf>

**Attachments:**

**Testimonial to confirm Repeat Business**

**Amazon Comparisons**

**Canadian Tire Store Test**

**Canadian Tire 7 Year Sales History**