



“ QuickBooks Point of Sale levels the playing field between us and the big guys. ”

-Ed Neal, Owner, Computer Emporium

Ms. Sample A. Sample
123 Main Street
Anytown, US 12345

Dear John Q. Sample:

There was a time only big retail chains could afford reliable point of sale software. New QuickBooks® POINT OF SALE changes all that. Designed by Intuit, this affordable system comes complete with proven, compatible hardware and software. In fact, it has already earned high ratings from PC Magazine and CNET*. **As a valued QuickBooks customer, you're invited to learn more by viewing the enclosed preview CD.**

This revolutionary system, which integrates with both QuickBooks Pro 2002 and QuickBooks Premier 2002, allows you to ring up sales on your PC, track inventory, process credit cards† and print receipts. Moreover, you can generate reports about your sales, inventory and customers. And best of all, because the software and hardware are designed specifically to work together, you get a fully integrated system for less than you ever thought possible.

Your demo CD will show you how QuickBooks POINT OF SALE lets you:

Manage inventory automatically. Know your inventory levels at any moment without counting by hand. It takes just seconds to summarize sales data and easily generate reports of best and worst selling items.

Integrate with QuickBooks, the #1 rated and best-selling accounting software. And save hours in manual data entry! With just a few keystrokes, you can quickly transfer summarized financial data from your sales terminal to QuickBooks Pro 2002 or QuickBooks Premier 2002.

Feel secure with one easy to use system. Both the hardware and software have been thoroughly tested and guaranteed** to work together to make every sale easy and hassle-free.

Ring up sales quickly and efficiently. Accept cash, check and credit card payments† from one terminal that prints receipts and records every transaction for future reporting.

Sell more with better customer information. Capture and store customer information automatically and use it to track customer activity, generate sales, and create targeted promotional campaigns.



(PC and monitor not included)

In fact, QuickBooks POINT OF SALE is exactly what retailers like you have been asking for--a complete POS system that integrates with QuickBooks and sells for a price that's not out of your reach.

(continued)

It could be in your store next week! Order today and we'll not only give you free shipping and handling, we'll sweeten the deal with a \$150 savings certificate. Use it on the integrated system or just the software when you order before November 30, 2002.

Now you get the entire hardware package and the revolutionary software for one low price. For just \$1349.95 (with savings certificate), you get a complete integrated system for less than many hardware-only solutions.

So check out the enclosed preview CD and see this easy-to-use solution in action for yourself. Just imagine what it can do for your business! To order call 1-800-XXX-XXXX weekdays, 6 am to 6 pm PST. Or for online sales, visit: www.quickbooks2002.com/XXXX. (Be sure to refer to the special order and source codes that appear on the enclosed Certificate to claim your \$150 in savings.)

If you prefer, you can also simply complete the order form and return the certificate in the enclosed postage-paid envelope. Then sit back and watch this remarkable new solution to work for your business.

Sincerely,

A handwritten signature in black ink that reads "Dan Levin". The signature is written in a cursive style with a long, sweeping underline that extends to the left.

Dan Levin
General Manager

P.S. Don't let the big chain retailers have an advantage over your business. Discover how QuickBooks POINT OF SALE can help you grow your business – view the enclosed CD today. Then order by November 30, 2002 and take advantage of your \$150 savings certificate! Call 1-800-XXX-XXXX or visit www.quickbooks2002.com/XXXX.

*CNET (July 02, 2002) and PC Magazine (June 30, 2002).

† Application approval and fees apply. Application approval and fees apply. Product features and functionality subject to change. Some functions require the use of outside services, which may require additional fees, a modem and a telephone connection. QuickBooks Pro and Premier sold separately. Details also available at www.quickbooks.com/posmerchant.

**The QuickBooks Point of Sale Solution for Retailers comes with a two (2) year Hardware Component Manufacturers Limited Warranty, a Intuit Limited Warranty of Inter-operability and a Thirty (30) Day Money Back Satisfaction Limited Warranty. See www.quickbooks.com/pointofsale for the full Warranty.



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