



C O M P A N Y

April 16, 2003

Mr. Julian Pearson
National Parkinson Foundation, Inc.
1501 N.W. 9th Avenue/Bob Hope Road
Miami, FL 33136-1494

Dear Julian:

I enjoyed speaking with you the other day concerning the National Parkinson Foundation magazine. As promised, I've enclosed some materials for your review, along with samples of publications Wax & Co. has designed and produced for some of our clients.

Wax & Co. has produced award-winning publications for more than 15 years. We have extensive experience in health care publications. And, we'd welcome the opportunity to help produce a unique and compelling magazine for your foundation—one that's tailored to meet your needs and your budget.

To maximize the appeal and success of your publication, we recommend including targeted articles on those afflicted with Parkinson's who have been able to battle this debilitating disease, along with articles about the disease and the foundation's concerns. We believe that such tailored stories, combined with professional design, including striking covers and high-end photography and graphics, will assist in increasing donations to the foundation. Essentially, our role would be to upgrade the presentation of your magazine while also helping you to save on your in-house resources.

We also offer tremendous flexibility, and we use original photography. Moreover, we offer an alternative to restrictive and lengthy contracts, and we are known for providing "white glove" service to our clients.

Thank you for your interest in Wax & Co. After you've had a chance to review our material, I will contact you to arrange a time for us to meet. I look forward to speaking with you soon.

Sincerely,

Eva Parsons
Marketing Director