

If you're going to PMA 2010, bring the enclosed entry card to the FUJIFILM booth and you could win a \$5000 business building cash prize.

Going or not going, the new FUJIFILM Business Builders program provides pricing incentives, financial calculators, actionable research and more.

Dear Colleague,

Where can you find proven techniques for generating profit? Tips for engaging customers and retaining their loyalty? The latest photo-related products and services?

One answer is the new Fujifilm Business Builders program. Another is PMA 2010.

If you're going to PMA 2010

View innovative new Fujifilm technologies, talk with our reps about the latest pricing incentives, and find out about the Fujifilm Business Builders program – all at the Fujifilm booth (#3101).

We've arranged for you to get a **FREE full trade show badge** that provides free admission to the exhibits. Just call **877-845-1608** Monday to Friday between 8:30 and 5:00 pm Central Time. Or email jkgray@fujifilm.com with your phone number and we will contact you. *That's all there is to it. No obligation.*

Even better, when you bring the enclosed entry card to the Fujifilm booth (#3101), you could win a **cash grand prize of \$5000** – or a first place prize of \$2000, second place of \$1000 – to spend on building your business. The enclosed card has complete details. Make sure a Fujifilm booth representative initials your entry card.

Whether or not you're going to PMA

The new Fujifilm Business Builders program has a lot to offer you right now:

- Financial calculators and other decision-making tools
- Profit-generating techniques
- Pricing incentives
- Free webinars on important industry topics
- Tips for engaging customers
- Free product samples
- Actionable research
- Monthly drawings
- Information on the latest photo-related products and services

In short, Fujifilm Business Builders is dedicated to helping businesses capitalize on growth opportunities in the photo printing and photo products industry. It's an invitation-only, no-obligation program you should be part of if you print and/or sell photos or photo products.

To make sure you're part of the program and learn how this program can help you meet the particular challenges of building *your* business today, call **877-845-1608** Monday to Friday between 8:30 and 5:00 pm Central Time.

Call at least once per quarter to be entered in the latest drawings.

I hope to see you at PMA — and I hope you will take advantage of all that Fujifilm Business Builders has to offer.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joellyn K. Gray".

Joellyn K. Gray
Director, Customer Marketing
jkgray@fujifilm.com

P.S. Check out the new Fujifilm Business Builders program at www.PhotoBusinessBuilders.com. If you'd like to receive a quick email whenever new information is added to site, go to the Contact Us page or email notifications@PhotoBusinessBuilders.com. Welcome!

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING. Must be legal U.S. resident, 21 or older who is an Owner or Employee of Independent Photo Lab, Photo Studio or Retail Store with photo processing capabilities. The Sweepstakes Period begins at 12:01 am Pacific Time (PT) on January 15, 2010, and ends promptly at 2:00 pm (PT) on February 23, 2010. For details on entry, prizes and odds, see full Official Rules included herein.

PMA Conferences February 19-23
PMA Exhibits February 21-23
Anaheim Convention Center www.pmai.org/pma2010