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From conception to now we have sold **over 10 million Adjusters**. It has been **proven** over the years, that when a customer uses our adjuster and trades his/her car in or replaces it, that they return to repurchase the product, as well as word of mouth sales. You will notice this when you review the **last 7 years sales History with Canadian Tire**, and **especially** when you consider there was no advertising or **“in house flyers.”**

We have just obtained licensing from the NBCF (National Breast Cancer Foundation) to market a full line of Interior Automotive Accessory Products. We are starting off with our proven best seller **“Seatbelt Adjuster”** because we feel that they are such a practical **“Hand and Glove” fit** for women who have just had a mastectomy as well as customers who have had Chest and Neck Operations.

Our Packaging consists of 1 **Pink Adjuster – embossed with the Pink Ribbon Logo** and 1 **Black Adjuster** for other members of the Family or a Second Vehicle. We feel that this packaging configuration will allow the NBCF Brand of Adjusters to be carried year round. It would appear that with all of the past TV Advertising and Breast Cancer Awareness Fundraising Events, the consumer is interested in supporting on a year round Basis. Canada’s largest Automotive Retailer, Canadian Tire, has started carrying Floor Mats, Seat Covers and Steering Wheel Covers on a year round basis. See Flyer enclosed.

We feel that this is a large **Market** that is ready to be tapped into. We are fortunate to have such a practical product that is **in such demand**, which offers a solution to people in their **time of need**, while also being able to support such a reputable charity. We have also just developed the **new “Buckle up Angel” Brand**. Please see our Vision Statement which I have enclosed on how I am going to be developing a full line of Interior Auto Accessories products to carry and display the important “Buckle Up” reminder message. It only seemed natural, as we are already developing these products, to include them with the **NBCF Brand**. We feel that this is an opportune time to be introducing the two **new Brands** of Interior Automotive Accessory Products to the U.S. Consumer.

Usually the major work in developing a line of products is to **find the problems** people are having, then providing the right solution. Our goal is to accomplish more than just offering solutions to people’s problems. When you consider **lives** are going to be saved as a result of the **“Buckle Up”** and **“Buckle Up Angel”** Brand of Auto Accessory Products with their life saving message and the fact of everyone riding in the vehicle are being reminded to **be safe every trip.....every time**. By branding the same products under the **NBCF Logo and Pink Ribbon**, will contribute to the increase of Breast Cancer Research Dollars and hopefully save lives. The NBCF foundations mission is to **“save lives by increasing awareness of Breast Cancer through education and by providing mammograms for uninsured women in America”**. Our licence with NBCF will enable consumers’ throughout the United States to **support an excellent charity** while equipping themselves or a loved one with the increased comfort and safety provided by the NBCF Branded Seatbelt Adjusters and Auto Accessories. For more information on the statistics on how many women in the US are diagnosed with Breast Cancer **see** the attached sheet on Why Masterlink is a proud supporter of NBCF.

We have designed a new Face on our “Seatbelt Adjuster” Package and made it more **“Impulse”** Ready. You will notice where we are **“offering”** a “matching brand Free Air Freshener” with the purchase of the Seatbelt Adjuster, which we believe will make an ideal **“Introductory Promotional Offering”**. This will help us accomplish the following Goals:

1. **Create and Build Awareness** of the new Brands and of the Air Fresheners. By attaching the Air Fresheners to the Seatbelt Adjusters, will help us to accomplish this goal.
2. We have also **designed** Shelf Displays and Power Wings. Please **see** brochures enclosed and on our website. We are excited that NBCF Brand can be promoted in **Impulse** Areas in the stores and tie in with the **“Cancer Awareness”** campaign which shows a high momentum

from August to the Holiday Season at the end of December. Our Test with Canadian Tire supports this plan. Using the same footprint and peg space the Buckle up Angel Brand of Adjusters, which ties in with NHTSA's "**Click it or Ticket**" campaign could run from February to the end of July. If these two promotions proved to be successful, they could be repeated again on a continuous basis.

3. It will also help to **increase** the Customer Base which will result in increased Sales, when repeat and word of mouth customers return back to the store as well as build and drive traffic to the Automotive Accessory Department.

I have plans on forming a **National Buckle up Angel Foundation**. This foundation will have a priority to help low income and single parent families offer their teenager's professional driver training. On the back of the Retail Accessory Package, it will state how a donation will be made to the foundation and a claim will also be added to the back side of the products saying **Help Save Lives** which will be added right above the NHTSA Info Box that says "**Over 56% of Teenager Fatalities were UNBUCKLED**". I will elaborate more on the foundation at a later date. I have enclosed a copy of my **Vision Statement** which explains why I developed the Buckle Up Brands and how I plan on extending the Buckle Up Angel..."**reminding you to be safe every trip**" message and line of auto accessory products.

According to the theme that the Governor Highway Safety Association (GHSA) used in their latest annual conference which was "**Shifting Gears – Driving Culture Change and Highway Safety**" I believe the timing to introduce the New Buckle up Angel Brand of Accessories with their lifesaving message is ideal. One of their noted speakers was **Janet Frosberg**, who is the **President of the National Safety Council**. She spoke on how the private sector can be a leader in safety culture. I feel that we can also be part of that **private sector**. My idea of having the Buckle Up Stickers in the back seat for the children, is to engrain in their minds, the importance of Buckling up every trip every time, so that when they reach their teenage years and are riding with their friends, they don't allow peer pressure to influence them from using their Seatbelt and Buckling Up. I believe this is Culture Change.

The next notable speaker in attendance was **Jayne O'Donnell Author and Reporter with U.S.A. Today**. She spoke on "**How to Reach Young Drivers**." I have enclosed two pages of her profile wherein you will see she has a "large heart" for Youth and Teenage Safety. I can see in the future, where we will be able to count on editors like this, as well as other Safety Advocates, giving us a lot of Publicity. I also believe that this publicity will be the engine, which will help to **drive** sales at retail, which we all know every manufacturer longs for as well as the great synergy gained by being able to participate with the many safety advocates groups plus know they are waiting for innovative programs like we have to offer.

Our Seatbelt Adjuster can be used on Booster Seats. During our Dynamic Testing a **6 year old 47 pound Dummy** was used along with an **Adult Female**. **At 30 Miles per hour impact the Adjuster fractured and released as the Adjuster was designed, allowing the Seatbelt to right itself.**

In our research we have recently found a report from the IIHS, (Insurance Institute for Highway Safety) wherein they recommend that a Plastic Clip can be used with Booster Seats. I have included the **link** to their report. Please scroll down to page 3. You can also **view their ratings** on Booster Seats.

We have recently conducted a Test with Canadian Tire on our NBCF Brand of Seatbelt Adjusters. I am enclosing a copy of the test.

I await your call.

Yours very truly

Terry Campbell
President
Masterlink Marketing Inc.

Links:

Miles Kimball:

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

Jayne O'Donnell Website:

<http://www.jayneodonnell.com/>

Insurance Institute for Highway Safety:

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

***We recommend that you **log on to Miles Kimball's Website** and read the close to 100 Satisfied Customer reviews on our product. They have been carrying the Seatbelt Adjuster for over 15 years. I have listed their website at the end of this letter.