

August 30, 1985

Dear Mindset Dealer:

As promised in Jim Hannon's letter of July 11, enclosed please find inquiries for your territory in response to our magazine advertising during the month of July.

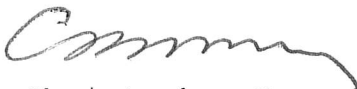
The overall response to date has been great. We have received almost 1000 inquiries in less than three weeks! The people we have spoken to directly have been most enthusiastic.

These inquiries should be handled as "HOT" sales leads. An initial information package has been sent in response to each inquiry. I have enclosed samples of the materials in this package for your information.

It is now up to you to follow-up on these inquiries. Of course, how you follow-up is up to you. Some dealers are scheduling special in-house or off-site demonstrations; some are holding an open house to demonstrate the system's capabilities; some are contacting the inquirers directly by telephone. You may have another approach in mind.

We will continue to forward these inquiries to you as they come to us. Good luck and good selling!

Sincerely,



Christopher Berg  
Marketing Manager

Enclosures

CB/mm

P.S. Look for our ads in the August issues of EITV and AV VIDEO and in the September issues of VIDEO SYSTEMS and EITV.