

Harold Import Company, Inc.

747 Vassar Avenue • Lakewood, NJ 08701

800.526.2163 • 732.364.3253 fax

HIC E-News

MARCH 3, 2008

Faster than the U.S. mail, more environmentally conscious than a ream

of paper, able to reach thousands of customers in a single click . . . Harold Import Company introduces the next generation of our beloved **Harold Tribune** - - - the **HIC E-News**.



For twenty years, Harold Import Company's **Harold Tribune** has been a resource of information and communication for our customers. In October 2007, Harold Import Company closed the **Tribune** presses and began a new tradition, ringing in 2008 with the **HIC E-News**.

The advent of the electronic medium brings many advantages to our customers –

FREQUENCY – The **HIC E-News** will be produced about ten times a year, bringing the most current news, industry information, promos and communication to our customers.

GRAPHICS – The **HIC E-News** includes full color product images.

ACCESS – The **HIC E-News** offers links to ads, promos, resource sites, HIC items in the news, full-size printable, downloadable supplements and pricelists - - - those who viewed January's issue were able to download our entire Textile Catalog days before it would arrive by mail.

PAPER REDUCTION – No need to print out the **HIC E-News** – HIC has its own archive on the "What's New" section of our website – to view previous **E-News** issues, visit www.haroldimport.com – and if you're just joining the E-News mailing list now, don't forget to go to the archives and find all the free recipes you've been missing!

FREQUENCY, GRAPHICS, ACCESS and PAPER REDUCTION are just some of the many advantages that the **HIC E-News** will bring. It's delivered by way of e-mail, so please make sure that we have your current information on file:

Existing HIC customers can send an e-mail to dmulligan@haroldskitchen.com. Please include your business name, zip code and e-mail address so that we can update our records and add you to the **E-News** list.

For our customers-to-be, please visit www.haroldimport.com. Go to the MEMBER LOGIN page and click on the following link – *to become a new HIC customer, please click here*.

And as we continue to develop our new **HIC E-News** format, please feel free to let us know your feedback and to share any ideas you may have for how we can best meet your needs via the **HIC E-News** – the fastest way is to drop us a note at dmulligan@haroldskitchen.com.

As always, our goal is your success!

###