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**Dover Wash Mart**  
931 N Wooster Ave  
Dover, OH 44622  
(330) 705-0427

# Dover Wash Mart

July 11, 2005

Teeters Products Inc  
125 E Second Street  
Fletcher, OH 45326

Dear Doug,

I thought you might appreciate some feedback on the Dexter Express Washers I purchased for Dover Wash Mart. I am happy to say my anxiety over the \$50,000 washer investment (out of an \$80,000 store upgrade) has definitely subsided. And yes, feel free to share this assessment of Express Washers with current or future potential customers.

Very simply, Dexter Express Washers are phenomenal! As you wisely recommended, I hyped up a 45 day 'Introductory Offer' during which I vended Express machines at 1/2 price. From the very first day customers embraced these machines to the near exclusion of all other front load models. The reduced pricing even enticed die-hard top load users to give front loaders a try. My washer revenue from front load machines rose from 57% to 72%. Though I haven't received bills yet, I can only imagine the utility savings of switching so many customers from top loaders.

Amazingly, due to pre- and post-installation marketing, I did not experience a drop in revenues despite reduced introductory pricing. Quite the opposite: from the first week, total store revenues consistently exceeded previous revenues by approximately \$200 or more--and that is before returning vend rates to normal. By the first weekend it was obvious that adding Express Washers would both pay for the equipment loan *and* add additional business income to my store.

As you know, I wanted no part of reconfiguring my store to move older Wascomat and Unimacs two rows back... just to give the Express Washers 'front row seats'. That was a tough pill (or should I say 'bill') to swallow, but *you were absolutely correct*. The combination of storefront placement and the Teeters-created 'splash' (label, bumper sticker, logo, whatever you want to call it) on the machines almost forces customers to defend why not to use these machines.

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Lastly, I'd say the customers love Express Washers for all the right reasons: they clean clothes very well; they remove so much water that clothes come out damp not wet; and, drying time and costs are dramatically reduced (average of 2 quarters now versus 4 previously). As a matter of fact, the most disappointed customers I've had are those who 'saved a dime' by doing laundry in both Express Washers and top load machines. After drying and folding the Express-washed loads, they had to endure an agonizing 30-45 minute wait because the top load wash cycle was longer and then those clothes took noticeably longer to dry.

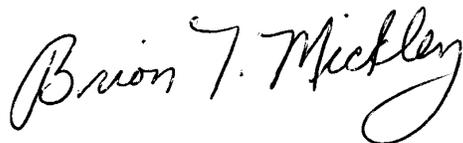
One caution, however. In my opinion these results could not be achieved without a sufficient quantity of Express machines. Customers need to believe an Express Washer will be available when they come to do laundry. To the customer these machines *are* different, not just another new one replacing an old one.

I would say to a laundry owner: "The typical one-or-two-new-triple-load-or-55-lb.-machines-per-year routine will not cut it." A token Express machine here or there may satisfy the lucky customer who gets to use it on a given day, but a few tokens will not create the 'Express demand' or 'buzz' that my store benefited from.

Though I was very anxious, this sizeable equipment upgrade was well worth it. My old customers definitely have a reason to tell their friends about Dover Wash Mart and my new customers are sufficiently impressed that they continue coming back--and that's the name of the game!!

Doug, thanks a bunch for all the advice! I will update you in a few months with post-summer and normal vend rate results.

Best Regards,

A handwritten signature in black ink that reads "Brian T. Mickley". The signature is written in a cursive style with a large, looping 'y' at the end.

Brian Mickley, Owner  
Dover Wash Mart