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January 24, 2004

Kellogg Consumer Affairs
P.O. Box CAMB
Battle Creek, MI 49016
ATTN: Pop Tarts Division

Dear Pop Tarts:

I have always enjoyed your Frosted Cherry flavored pop tarts. I sometimes like to eat four at a time. (Not four in my mouth all at once, but I just mean preparing four tarts). I even bought a four slotted toaster so that I could toast them all four at once, but my friend Albert told me that I was wasting my money and that I could just use my old two slotted toaster since I was never eating four at the same time (remember when I said just a little while ago that I don't actually put them all four into my mouth at once?)

Anyway, Albert is no longer my best friend because he insulted me and my pop tarts. He actually bought me some Kroger Toaster Pastries for me when I was sick and I asked him to go to the store for me. Can you believe that? KROGER TOASTER PASTRIES!!! On top of that, he bought the wrong flavor. Instead of cherry frosted, he bought some kind of cinnamon flavored pastries and he called them Bakery Tarts. Like that was their REAL name!

So since me and Albert are no longer friends, I am in the market for some new friends. I think that I should have done a better background check on Albert before I became his friend. So now a pre-requisite to being my friend is that you have to like Kelloggs frosted cherry pop tarts.

So I was wondering if your marketing department happens to have a list of names and addresses of all the people in my area who like Kelloggs frosted cherry pop tarts. I know that advertisers keep these kind of statistics and demographics for advertising and marketing purposes. I would like to know if that list is for sale or for rent or if I could just get 10 names off of it for a discounted rate.

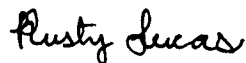
I wouldn't have to tell anybody where I got their name from because I wouldn't want my new friend to be upset with pop tarts and then stop liking them for disclosing personal information. THAT would certainly defeat my purpose and just hook me up with a new friend who no longer likes Kelloggs pop tarts! What a WASTE that would be! So instead, I would try to make friends with these people and never once even mention pop tarts or marketing demographic lists. They would never even know that I know that they like Kelloggs frosted cherry pop tarts.

That is also key. I could just put a classified ad in the local paper looking for a Kelloggs frosted cherry pop tarts lover. But you have to be careful these days putting out ads like that in the newspaper or in Internet chat rooms because you never know when someone who doesn't fit the request will respond and pretend to fit the request. That is why I don't see any other option but to use your already verified marketing demographic list. If the person I contact first isn't willing to be my friend, I can just destroy their data and move on down the list.

Please supply me with the rates you would charge for blocks of 10, 25, and 50 names and addresses. Do you take credit cards?

I also heard that the guy who does the voice for Tony the Tiger is the same guy who sang the song in the cartoon *How the Grinch Stole Christmas*. Is that true? Does Tony give out autographs?

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

p.s. Do you have any Kelloggs frosted cherry pop tart baseball caps? Or any other baseball caps with the Kelloggs logo on them? If so, I would like to add it to my baseball cap collection. Right now I have 8 caps and I am well on my way toward the Guinness Record! But I can't do it on my own. Please help a Kelloggs Pop Tart lover get the Guinness Record!