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June 11, 2004

Frito Lay
ATTN: Consumer Affairs
P.O. Box 660634
Dallas, TX 75266-0634

Dear Lays:

I am a fond consumer of your potato chip products. I enjoy a wide variety of snacks from many different ethnic backgrounds (I like tortilla chips and salsa and I also enjoy german chocolate cake without nuts), but my all time favorite is good old fashioned American potato chips. I guess it is my Irish blood that makes me fond of potatos and derivatives thereof.

I wanted to suggest a new flavor for your chippy spectrum. How about sweet potato chips? You could make chips out of sweet potatoes instead of regular potatos. (Do you spell the plural of potato with or without an "E"? Dan Quayle really stuck his foot in it with that one didn't he!?!).

I am already thinking of an advertising idea where you could say that the new Lays Sweet Potato Chips are 'yammy' to eat. (See that is a play on words with the close relative to sweet potatoes that are called yams and it kind of sounds like the word yummy, so when you put the two together, people will get the joke and they will give a little laugh and think that you guys are really clever. That will sell a lot of bags of sweet potato chips. I would bet good money on that one!

I must tell you about one harrowing incident, though, that I once had which involved a sweet potato. It was New Years Eve a few years ago and I was picking up my friends Nash and Jathon from their house so that we could go out for chips (Lays of course) and soda. We were going to have a party at my house. Well Jathon was sitting in the back seat and he had a raw sweet potato with him that he decided he was going to eat on the way to my house. So he bit into it while I was driving and it was either rotten or had a worm in it or something else and Jate (that is his nickname) asked me to pull over so he could spit it out.

Well, I pulled over to the curb and he opened his door and spit out the potato. That was when he said something about a worm being in it. I turned around as he said that, because it startled me. The problem was that I was just starting to pull forward as he said it and I ended up hitting

a parked car!

Nobody was hurt. That was the first thing I did was to check and see if anyone was hurt. There was nobody in the parked car, so that was a good thing. I did some minor damage to the other car, but most of it was my own car that needed repairs. I smashed my front headlight and the fender shoved back into my passenger door so that it wouldn't even open!

Ever since then I have not allowed anyone to eat sweet potato(e)s in my car. It is just too dangerous in my opinion. I think that if you do make the sweet potato chips like in my idea that you should also kick off a "Don't Eat and Drive" public relations campaign. I would be willing to act as your honorary chairman and speak to different high schools around the Sandusky area about the dangers of eating and driving.

Now I know you are saying to yourself, "But wait a minute... It wasn't the driver in your story that was doing the eating." My response to that is that you are correct. But I think the dangers here outweigh the technicalities. Even so the campaign doesn't have to be limited to eating and driving. It could also include a "Don't Eat and Ride" side issue.

If you offered this campaign in conjunction with introducing your new sweet potato chips, I think people would see that Lays is a safety conscious snack maker. Your concern for the safety and welfare of the public would be evident and that would really improve an already stellar reputation. It could start a chain of events which ultimately leads to increased quarterly earnings.

Anyway, those were my thoughts and I decided that I should share them with you. I will grant you permission to use my story, or even take part in a staged re-enactment, provided that I receive some compensation for it and that our names are all changed to protect our identities from any paparazzi reporters. I think that paparazzi are rude and intrusive. Paparazzi kind of sounds like pop rocks, and pop rocks took away our beloved Life cereal spokesman, Mikey.

Sincerely,

Rusty Lucas

Rusty Lucas

p.s. I have always wondered if you made Fritos baseball caps. I saw one once and thought it looked very stylish. Ever since then I have wanted one of my own to wear. Do you happen to have any more of that cap style? If so, please consider sending one to me as a free gift. Thank you.