

RUSTY LUCAS
P.O. Box 422
SANDUSKY, OHIO 44871

January 8, 2004

Mars, Inc.
Hackettstown, NJ 07840-1503
ATTN: Snickers® Department

Dear Snickers:

Your candy bar always makes me laugh! I always wanted to say that and I never had the chance before because I did not know anybody who worked for Snickers®. I realize that I do not know you either, but I am always in the market for more friends, so you can write back to me at the above address and that would make us friends because WHO writes to each other anymore anyway? I will tell you who. FRIENDS write to each other, that's who!

My friend Bill said he did not like Snickers® because he is allergic to nouget. Is there nouget in Snickers®? And what exactly is nouget? I like to say that word because it sounds funny! Nouget... NOUGET... **NOUGET!!!!** Saying the word 'nouget' makes me snicker.

I really like Snickers® and I wondered if you were ever interested to make another smaller candy bar called Giggles or a big bar called Cackles. I think that those would sell very well and instead of having hungry football players or people waiting around for a long time getting hungry (like in your recent television commercials) you could just have people laughing. For no reason at all. Just laughing. And then more people laughing and then more.

Laughter is infectious.

And then the people watching T.V. will say to themselves (or to the person next to them if they are not watching T.V. alone like I usually do) "What is all that laughing about?" and they would sort of smile and think :Huh? What is this?: :-) And then the commercial could end with just the candy bar name and image on the screen. You could even have different commercials like people in an office building laughing, or people in a subway car laughing, or even people in Church laughing. Have you ever thought about something funny in Church and tried not to laugh and that only made it even funnier and even harder to not laugh? My mom used to have to sit me down after we got home from Church because my sister and I caused such a ruckus...

And this would be one of those commercials where if someone was out in the kitchen taking a break from the movie or game or show, they would hear the laughing going on without any explanation and it go on and on without any voice over and eventually it would make them run

back in to the room with the T.V. to see what it is all about. By the time they hear it and then wonder about it and then run to see, it would be the end of the commercial with just a Giggles or Cackles candy bar wrapper on screen. IT IS MONEY in the bank!

I think you should get this out for the SuperBowl and I would be willing to take a small percentage of sales as my reward for bringing you this idea. You could promote the new Giggles or Cackles candy bar, or just stick with Snickers®, and get the whole football crowd hooked right from the start.

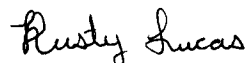
If you like, I could take my video camera and get some copy of people laughing and causing other people to laugh to cause even more laughing. All you would have to do it add a clip at the end of your candy bar wrapper and the name.

I would like to trademark the Giggles and Cackles candy bar name so please do not steal this idea from me without credit.

I have heard that the name Snickers® actually comes from the Mars family's favorite horse. Is that true or just one of those urban legends? I wonder if you could turn that into an urban legend like the one about Paul McCartney secretly dying. But even if the candy bar WAS named after a horse, I think it still sounds like someone laughing.

Please let me know about the origin of the Snickers® name and the SuperBowl commercial idea!!! The SuperBowl is coming up fast, so we have to jump on this one right away if we're going to do it!

Sincerely,

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

Rusty Lucas

p.s. I like hats and would be very pleased with a free baseball cap with your company name or logo and an autographed photo of Snickers® the Mars family horse. (But these are just a regular request like I am sure you get all the time and not an acceptable compensation for the above idea).