

MasterfoodsUSA™

A Division of Mars, Incorporated

800 High Street • Hackettstown, NJ 07840 • (908) 852-1000

January 15, 2004

Rusty Lucas
PO Box 422
Sandusky, OH 44871

Dear Rusty:

Thanks for taking the time to contact us with your creative idea. It was obvious from your letter that you put a lot of time, effort and hard work into your suggestion.

Unfortunately Masterfoods USA, a division of Mars, Incorporated doesn't accept any ideas from outside of our company. We have a very creative Research and Development department that works on developing new and exciting products for consumers to enjoy. A lot of time goes into manufacturing and marketing a new product idea, sometimes even years before a finished product is introduced. It is important to everyone at Masterfoods USA that our finished products are perfect!

To avoid confusion of ownership, we must refuse many wonderful suggestions each year, some very similar to yours. We appreciate your loyalty to our Brands.

Please accept the enclosed treat with our compliments. We want to encourage you to continue thinking creatively. Remember, the students of today are the scientists of tomorrow.

Sincerely,



Kelly Herkalo
Consumer Affairs Specialist

KAH/BATCH 5321926A
Enclosure

MANUFACTURER'S COUPON



Dear Valued Consumer,


Please accept this coupon with our compliments. It entitles you to th

One Free M&M/MARS Confectionery Product – Value Up

CONSUMER: Good only on product(s) indicated. Consumer pays any sales tax. ANY OTHER
Void if altered, transferred, copied or exchanged

Retail Price

Expiration Date: June 30, 20



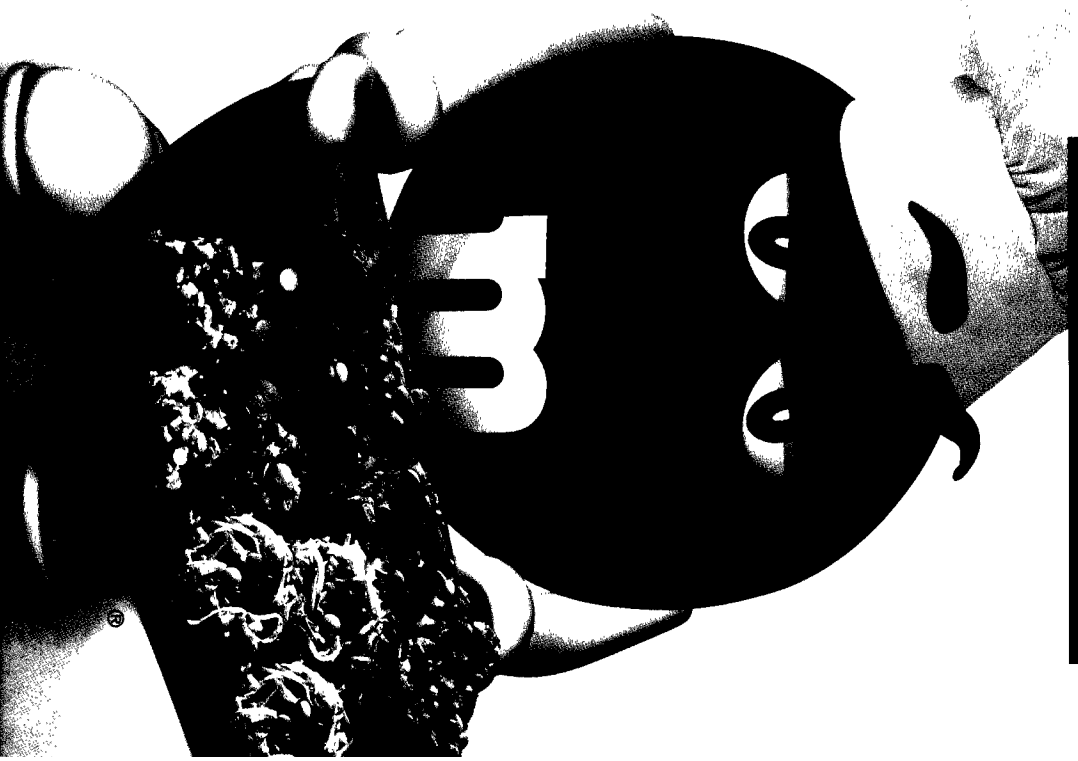
THE WORLD OF
M&M/MARS

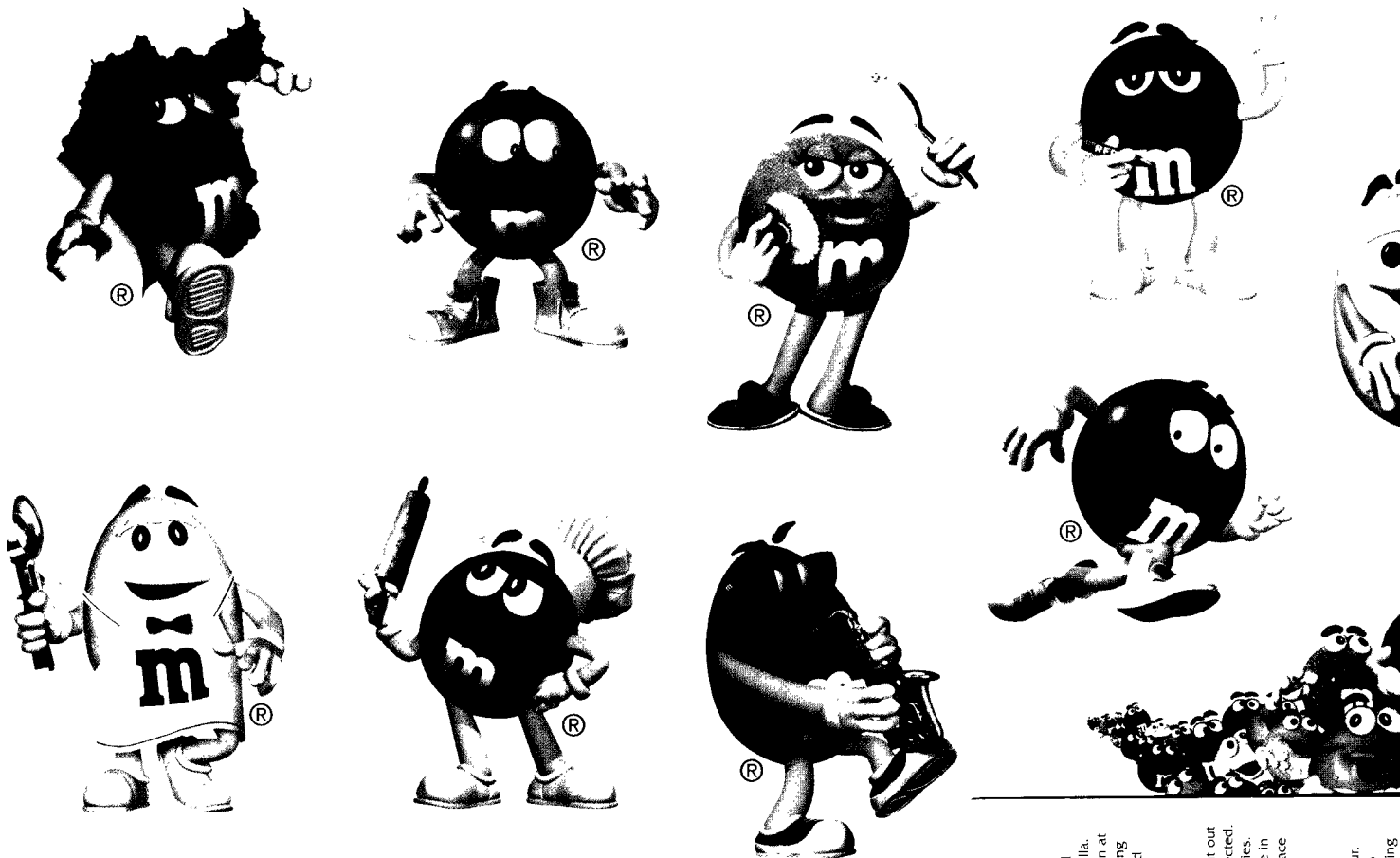


FEATURING

M&M's
CHOCOLATE

Mini Baking Bits





ars, Incorporated 2000



"M&M's"® Chocolate Mini Baking Bits Sugar Cookies

- 1/4 cup (1 stick) butter or margarine
- 1/4 cup solid vegetable shortening
- 1 cup granulated sugar
- 2 large eggs
- 1/2 teaspoon vanilla extract
- 2 1/4 cups all-purpose flour
- 1/2 teaspoon baking powder
- 1/4 teaspoon baking soda
- 1/4 teaspoon salt

Vanilla Icing (recipe follows)
"M&M's"® Chocolate Mini Baking Bits for decoration



Beat 6 tablespoons butter and 4 cups powdered sugar until well blended; add 1/2 teaspoon vanilla. Blend in 3 to 4 tablespoons milk, one tablespoon at a time, until of spreading consistency. Divide icing evenly into small bowls, one per color. Add food coloring until mixtures are of desired color.

Roll out store-bought refrigerated dough and cut out shapes with cookie cutter. Bake and cool as directed. Add food coloring to instant frosting; frost cookies. Decorate with "M&M's"® Mini Baking Bits. Store in tightly covered container. If stacking cookies, place parchment or waxed paper between layers.

In large bowl cream butter, shortening and sugar until light and fluffy; beat in eggs and vanilla. In medium bowl combine flour, baking powder, baking soda and salt; blend into creamed mixture. Wrap and refrigerate dough 2 to 3 hours. Preheat oven to 350°F. Working with half the dough at a time on lightly floured surface, roll to 1/8-inch thickness. Cut into desired shapes using