

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

February 4, 2005

Meijer, Inc.
2929 Walker Ave NW
Grand Rapids, MI 49544-9428
ATTN: Customer Promotions Department

Dear Meijer:

I was in one of your stores recently on the grocery side and I had a sudden thought. Actually it was a question, but I didn't really have anyone to ask: If you took one of your average sized stores, fully stocked, and you gathered up ALL the food products in that store and prepared each food item exactly as directed to make all of the food in one big meal, how many people would that meal feed? Is there any way to compute that number based on the full inventory of a store? I say it would feed about 13,047 people, but only if they each eat normal portions and are not pigs about it. Have you ever considered taking one store and cooking all that food and letting the general public eat for about a dollar or two? It might bring many people back again to shop there on a regular basis.

Another thing I wanted to tell you about is the exciting, fast paced, and fun game that my sweetie and I like to play when we go grocery shopping in your store. Supermarket Bingo is a wonderful game that Sweetie and I play often. Actually, I really like to play it and shout out "**Bingo!**" really loud when we get the final item on our grocery list, Sweetie just sort of tolerates it as she turns various progressive deeper shades of red. But if you give her time, I am sure she will eventually share my enthusiasm.

It is just like playing regular bingo in the church basement, except we use food items and a simple grocery list instead of numbers B1 through O75 and a numbered card. As sweetie finds an item on the shelf, I cross it off the list and put it in the cart. My excitement builds through the whole process in the store until we take that very last item from the list off the shelf and I let out a terrific yell of "**BINGO!!!**" Sometimes we play a variation called Coupon Bingo, where only items with a valid grocery store coupon count toward the winning bingo list. It makes grocery shopping fun for everyone.

I am telling you this because I think you could maybe even turn it into a store sponsored customer contest - using your Sunday newspaper advertisements. You could highlight certain items in your weekly flier with some kind of 'Bingo' symbol and then have regular daily starting times for Supermarket Bingo. You can limit each game to the first 25 players to register for that

time slot and then the first shopper to finish the official bingo list and shout out “**Bingo!**” wins some sort of customer appreciation prize or coupon discount. That would be a wild good time! I might even be persuaded into starting a new social group called the Bingo Activists in Supermarkets Fellowship.

Another way you might structure the game is to let customers customize their bingo list by selecting a certain minimum number of different items from your Sunday advertisement. They can select those items on their home computer while logged into your web site and they will generate their own personalized grocery list/Bingo card. The card will also print the designated store, date and time of their specific Bingo game. That would create some variation in the Bingo cards like you have in real Bingo.

You could even arrange it so that participants must select at least one item on the personalized list/card in excess of \$10.00, or possibly even set a minimum total grocery bill in order for the list to be valid. That would ensure that this promotion is fun for the shopper and profitable for you. If customers are unwilling to meet those minimum dollar requirements, then they don’t have to play Supermarket Bingo.

I think you will agree that this idea will draw all the competitive types into your store who otherwise might not come in. You may even bring in a few more blue-haired, chain smoking, old ladies.

Winners’ names can be posted at each store location and maybe you could periodically have tournaments comprised of past winners! I really enjoy playing Supermarket Bingo with Sweetie, but it would be so much more exciting to play against other shoppers. Please make my dream a reality!

Sincerely,

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

Rusty Lucas

p.s. I like free baseball caps and even though I don’t know if you are legally allowed to pay me cash money for my great idea, you probably have many extra Meijer baseball caps around. You could send me one of those for free and nobody would ever have to know that it was in exchange for my Bingo idea. Please send me a ‘free’ Meijer baseball cap.