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June 24, 2005

Staples, Inc.  
500 Staples Drive  
Framingham, MA 01702-4478

Dear Office Suppliers,

I have frequented your store frequently and I have always wondered how it was that you decided on the name for your office supply store. You carry so many fine products and there are so many different items to choose from!

I am actually thinking about starting a chain of office supply stores myself. I know that most successful chains start with one initial store -- kind of like the anchor link of the chain. I know that I cannot be successful without a good store name and I have a really good name in mind for my office supply store: *Envelopes, folders, pens, ink cartridges, CD-Roms, chairs, and other office products, etc.*

This name is much more encompassing than any one of those items. I figure that if I list all this out, more people will know that we actually carry pens AND folders if they happen to need both at the same time. And when consumers read the "*and other office products*" they will be clued in that I do have other office products available for sale also, so they may reasonably assume that they can get tape or fax film at my store. Finally, the catch all kicker is the "*etc.*" on the end. The possibilities with that one small three letter abbreviation are endless.

The only problem that this causes is that the name doesn't fit very well in any of my logo renderings for purposes of glossy advertisements in the Sunday newspaper. I have tried various typesettings and configurations, but each sketch either comes out looking really cramped or else it is too large for a manageable logo and letterhead. I am continuing to work on this. I am afraid that I will run into zoning issues with my signage in some communities, because I need potential customers driving by on the street to be able to read and recognize my store name from a distance before they drive by the entrance to the parking lot.

As I mentioned, the "*etc.*" allows for endless possibilities, so why don't I just name my store chain: "*Etc.*"? The answer is simple. The shopping public needs to know that I sell things like envelopes, folders, pens, ink cartridges, CD-Roms, chairs, and other general office products. "*Etc.*" would easily fit into a fashionable store logo or a glossy Sunday newspaper advertisement, but standing alone, it fails to deliver my message. I really do not want my staff

members wasting valuable time explaining to consumers that “*Etc.*” does not sell ice cream sandwiches or fertilizer pellets. And they certainly cannot be bothered every fifteen or twenty minutes by teenage boys looking for the condom aisle.

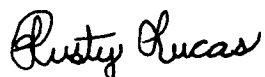
No, I think that *Envelopes, folders, pens, ink cartridges, CD-Roms, chairs, and other office products, etc.* is the name for my store regardless of how the signs and advertisements work out. I think if I opened up an *Envelopes, folders, pens, ink cartridges, CD-Roms, chairs, and other office products, etc.* store in the vicinity of one of your stores, I might be able to get a higher market share because people will see more of the products I have available right there in my store name.

I hope you are not threatened by that last remark. I am no consumer market expert and I am not trying to start a price war or create any animosity with you guys. I am merely pointing out my strong points should I get *Envelopes, folders, pens, ink cartridges, CD-Roms, chairs, and other office products, etc.* off the ground.

Actually with that in mind, I am willing to sell you my naming idea outright and forego my foray into the office supply market altogether, if the price is right. If you want to make me a reasonable offer, I will listen. But if you are not interested, please let me know promptly so that I can get on with my plans.

I have some other ideas in the works that you or other retailers might be interested in. I am looking into *Bread, 2% and Other Milk and Dairy Products, Eggs, Beans, Coffee, Pop Tarts®*, and other *Foodstuffs, etc.* (as a grocery store); *Cards, Balloons, Party Favors, Decorations, Noise Makers and other Miscellaneous Things You Would Need for a Party* (as a party supply store); *Candles* (as a chain of stores that sell wax candles); and *All Sorts of Worthless Junk and Odds and Ends and Cheaply Manufactured Household Items, etc.* (as a general dollar store). Please let me know if you know anyone in the industry who might be interested in these ideas.

Sincerely,

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

Rusty Lucas

p.s. With so many offices turning to casual Friday's with their dress codes, I would have thought that Staples and the other office supply stores would have stocked baseball caps long ago right alongside all the other everyday office supplies on the shelves. *Envelopes, folders, pens, ink cartridges, CD-Roms, chairs, and other office products, etc.* will have baseball caps and that might be the item to put my stores over the top. Do you have any baseball caps with the Staples store logo? If so, please send me a free Staples baseball cap and I will send one back to you in return.