

RUSTY LUCAS  
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SANDUSKY, OHIO 44871

November 25, 2005

Chesebrough Ponds  
33 Benedict Place  
Greenwich, CT 06830  
ATTN: Q-Tip Department

Dear Mr. Ponds,

I once tried an off brand cotton swab because I thought that the large savings I would realize in the price would offset any minor decreases in quality. Boy was I wrong! I ended up with cotton swabs that were much wimpier and would not stand up to the job. Q-Tips are so much softer **and** so much stronger than the cheap brand swabs. I even had one cotton swab in the generic bunch that only had cotton on one end! What a rip off! I like to be very environmentally conscious when I use my cotton swabs, so if I only use one end of the swab for a particular task, I cut off the used up end and drop the unused end back into my swab box for the next task. I use about 420 cotton swabs a day on average. Since I use both sides, that is over 750 jobs each day!

In case you are wondering, I know that the off brand swab that only had cotton on one end was not the result of one of my prior uses because I have a picture of it inside the middle of the package. I will show it to you if you want, but I intend to send the photo to that swab maker -- demanding an explanation.

I will never again stray from your product and I have some ideas that I think will improve the marketability of Q-Tips that I would like to share with you.

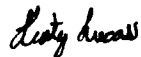
I am not a billiards player, but I do own my own personal pool cue stick. I used to play pool in college. I had a different cue stick then, but I accidentally slammed it in my car door and broke off the tip. I tried to fix it, but I wasn't successful. I have seen cue sticks with cork and felt tips, but I think that a tip of tightly packed cotton would really put a spin on things! I think that you, the makers of Q-Tips, should start a line of cue tips. They would be soft (for the really soft touch necessary in a tight corner of the table) but also strong (for the impressive break necessary to start off the game). Your cue tip would be just like your Q-Tips: soft, yet strong. You could put one cue tip into a standard box of Q-Tips!

As a novelty on the packaging, you could publish a series of quotes. **Soft** light hearted words of wisdom (or **Strong** stern advice) for people waiting in line at the bank or post office, or at an amusement park, and call them "Queue Tips". A few that I have come up with are: "Count how

many people in line in front of you have red hair.” “Don’t jump in line or else you’ll have to pay the fine.” “Never stick anything sharper than your elbow into your ear.” “When standing in line, always stay keenly aware of your personal hydration levels.” “Do not smoke in line.” “While waiting in line, announce generally to everyone in line your first name and find out if anyone else shares your first name. (Make sure to then designate a last name initial so that if someone else in the queue line wants to speak to someone other than you that shares your first name, they can simply shout, ‘Hey Rusty B.!’ so that the other Rusty in line knows that **he** is being called and not you.)”

These are just a few queue tips that I have come up with, but I know that I can think of plenty more. I think that you could even branch out and have different categories of queue tips. Some would be safety oriented, some would be time passers, some would be geared for small children, some would be just general advice and etiquette. You could color code the Q-Tips/cue tips/queue tips box based on the category of the queue tip. You might also consider assigning numbers to each queue tip and print those on the box. They could then become collector items where people will buy more boxes in effort to complete their set of queue tips! I know I would proudly display my queue tips boxes numbered 1-1000 on the walls in my home.

Sincerely,

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

Rusty Lucas

p.s. I would like to own the very first apparel item featuring all three “tips”. Can you please send me a free Q-Tips, Cue Tips, Queue Tips baseball cap? If it is going to take a while to print those up, I would also be very satisfied with a simple Q-Tips baseball cap. Please send me a free Q-Tips baseball cap as one of your most faithful customers and I will wear it with pride. I would like one that is powder blue color if possible.