

ABC Widget Co.

1225 Wilshire Blvd., Los Angeles, CA 93346
Phone: (213) 555-2444 Fax: (213) 555-2445

May 9, 2025

John Hansen

RainDrop Inc.
347 South Bay Dr.
Suite #124
San Francisco, CA 93448
Fax: 405-555-9876

Dear John,

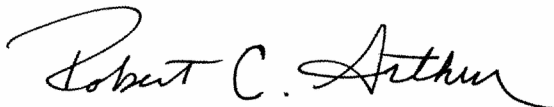
This personalized fax was sent to you using *MergeFax 2.0*, a powerful new program that allows me to mail-merge group fax hundreds of *personalized* faxes with Word for Windows 6.0 and WinFax PRO 3.0, 4.0 (and WinFax PRO for Networks)—all with one simple keystroke. For example, to send this to you, all I had to do was set up a mail-merge document and hit alt-m!

I can now "touch" all of my customers at the stroke of a key, sending the latest pricing information, special offers, "Thank you" replies, and new product information. Or send customized graphs, charts, letters, and up-to-date sales information to all my sales agents in the field. Imagine this power in your company.

The power of *MergeFax* is that it allows you to use Word for Windows 6.0's awesome mail-merge features to group fax hundreds of faxes that are *personalized* to each individual. Ex: "Dear Jim, thank you for your interest in our winter ski product line." "Dear Joe, thank you for your interest in our arrow ski downhill racers." Etc.

No doubt about it, *MergeFax 2.0* is one of those rare programs that will save you and your employees hours of time.

Sincerely,

A handwritten signature in black ink that reads "Robert C. Arthur". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Robert C. Arthur
President

cc/JB