



Ms. Julie Nguyen

Re: A Very Special Holiday Offer!

Dear Ms. Nguyen:

You are a valued customer of Old Navy! And, with the holidays fast approaching, you are probably worried that you do not have enough clothing to wear to all of your various holiday-related events. That is why we have a very special holiday offer to extend to you!

As you can imagine, [www.oldnavy.com](http://www.oldnavy.com) is a very busy website this time of year. Each day, we receive thousands upon thousands of orders for merchandise. Unfortunately, we also receive returns from time to time. That is to be expected in any retail establishment. Even more unfortunately, however, customers occasionally return items after they have been worn. Pursuant to company policy, we cannot return such items to the shelves for resale, so they just sit in a pile on the warehouse floor.

Rather than throw these items in the trash, we would like to make some of them available to you, our valued customer, at a very steep discount. As you have purchased items from us before, we know the sizes you require in most, if not all, types of clothing. We would like to offer you **100** miscellaneous items in your sizes for the low, low price of **\$99.99!**

What does that include, you ask?

Everything! Socks! Pants! Sweaters! Socks! Hats! Something that looks like a hat but may be a hand warmer! Shirts! Socks!

Because of our integrity, we feel we must advise you that several of these items may be misshapen, and more than a few may smell like they had been worn by a wet goat. To our knowledge, none of the items in fact were **ever** worn by a wet goat. Even were that the case, however, it is nothing that a trip to a good dry cleaner's couldn't fix!

If you are interested in this offer, please contact me immediately at 1-555-984-0908, and I will make arrangements to have the items sent to you via UPS ground services. Including shipping and handling, your total cost for this once-in-a-lifetime offer is **\$119.99!**

One hundred pieces of clothing for \$119.99? Yes!

Pre-worn by complete strangers? Who's to know!

It'll just be our secret!

I look forward to your call.

Sincerely,

Anita Sensa-Huma



November 3, 2003

Sherry Swieca, Esq.

Dear Ms. Swieca:

You are a valued customer of Zappos.com! As such, we wanted to thank you for your many purchases in a very special way.

We understand from one of our vendors that you have been experiencing problems with foot hygiene. While we often assume that it's the big, burly men who have this problem, the truth is that many women our age also experience problems with foot odors and flaky skin. It's one of our most embarrassing secrets, isn't it?

How many times have you gotten ready for a big date or an important meeting and thought that foul smell was your dog – only to remember that you don't even have a dog?! How many times have you been lounging around the house and said to yourself, "When did I get my grandmother's feet?"

Don't be embarrassed. It's happened to me, too! I, like you, have a closet full of shoes that I can't wear anymore because of their odor. I, like you, have been teased and called names like "Old Stinkfoot" and "Mrs. Toxic-Waste-Foot" and even "Skunkshoe Lady."

Not any more! We at Zappos.com would like to send you a month's supply of cozy terrycloth washcloths. They're perfect for moistening and cleaning your feet prior to slipping into your favorite shoes. Simply hold one under the faucet until it's damp, apply some of your favorite soap, then gently scrub the dirt and dead skin off your feet. It sounds difficult, but it's pretty easy once you get the hang of it! You can even watch your favorite TV show while you're doing it!

What's the charge for the washcloths, you ask? Nothing. They're completely free with your purchase of Zappos.com's shoe insurance policy. For a mere \$40 per month, we at Zappos.com will clean or replace ANY pair of our shoes that have been damaged by your foot hygiene problems. (The insurance policy does not extend to normal wear and tear, or to anything you might step in that would adhere to the soles of your shoes). We have taken the liberty of signing you up for a one-year trial membership, using the credit card information we already have in your file. Should you decide to cancel the policy after one year, **THE WASHCLOTHS ARE YOURS TO KEEP AS OUR GIFT TO YOU!**

We look forward to your continued business for many years to come!

Sincerely,

Sheila Gropper

# COLE HAAN

To: Ms. Sherry Swieca  
From: Robert Morley, Customer Service  
Date: October 31, 2003  
Re: Returns

Dear Ms. Swieca:

It has come to our attention that on several occasions you have purchased shoes from us via the internet, only to return them to us shortly thereafter.

While we pride ourselves on our customer service, we are growing increasingly concerned about these events and wonder whether there is something we can be doing to prevent this from occurring in the future.

Please understand that we are not contending that you are returning the shoes to us after having worn them (although there was a pair that you returned that did in fact emit an unpleasant odor, which could be explained by the packing materials). In any event, in the future, we would ask that you clean your feet thoroughly before trying on any of our shoes. This can be done by soaking a warm washcloth or paper towel in water and applying soap, or simply by rinsing off your feet. Of course, you should make sure to dry your feet off completely before trying on the shoes so as not to damage the shoe. This can also be done with a washcloth or paper towel. (If you are experiencing continuing problems with foot hygiene, there is a wide variety of foot cleaning products available at most drug stores. You may also want to consult your physician).

As for any concerns about the size or fit of our shoes, we would like to make a simple suggestion that could help to avoid any problems in the future. Simply take a blank sheet of white paper and place it on the floor. Then, remove whatever footwear you are currently wearing (hopefully, it is a Cole Haan!). After cleaning your foot thoroughly with a warm washcloth or paper towel, press your foot firmly on the sheet of paper. Once you have done that, please trace your foot on the sheet of paper using a pen or magic marker. (If you anticipate you will be gaining weight in the near future, you may want to draw the line slightly wider than your foot). Please send a copy of the outline of your foot along with your next order. We hope this process will help us to avoid any problems in the future.

If you have any questions at all, please do not hesitate to call me at 1-555-325-9934.

Best wishes, and thanks for shopping with Cole Haan!



To our valued customers:

Our extensive database indicates that you frequently use our services here at [www.google.com](http://www.google.com). Indeed, it appears that you frequently “google” your own name, doing so as often as once a week, presumably to see if you have accomplished anything of note that you may have forgotten about. It’s nothing to be ashamed of. Everyone does it. Heck, your boss probably does it 20 times a day if he or she is anything like our boss! And you shouldn’t be ashamed of “googling” friends or co-workers, either. Or someone you’re dating. Or an ex-husband or ex-wife. That’s what we’re here for!

But why not put Google to even more productive use?

Thanksgiving is fast approaching, and if you are anything like us, you haven’t even given it a thought yet. There’s so much to do to get ready for Thanksgiving, isn’t there?

Why not let Google help!

Need to order a turkey, but don’t want to spend too much? Just type in “cheap possibly spoiled poultry” and click the search button. You’ll find cheap, possibly spoiled turkeys for as little as 8 cents per pound (not including shipping and handling)! Don’t worry about bacteria. The heat from the oven will kill it. Trust us.

Looking for a little cranberry sauce to add some color to your Thanksgiving table? Type in “dented rusty cans cranberry sauce” and click the search button. There you have it: hundreds of cans of cranberry sauce for 5 cents each, the cost of a postage stamp – if you lived in the 1950s! Concerned it might be tainted? Don’t be. No one eats the cranberry sauce.

A little pumpkin pie for dessert? Just type in “imitation pumpkin pie used workboots,” and let us do the searching for you! Within seconds, you’ll have listings for 20 different people selling imitation pumpkin pies. Oddly, all 20 of them are in rural Alabama. How exciting would that be to get a package from rural Alabama! It would be like getting a package from France or Italy!

Our ability to help you create the perfect Thanksgiving is virtually endless. From wine (“homemade alcohol grapes prunes motor oil”) to candles (“wax string convicts”) to vegetables (“oddly shaped objects from ground not rocks”) to music (“holiday 8-track Osmonds dusty”), the perfect “google” search will lead to the perfect holiday.

Let’s make it a Google Thanksgiving!