

MARS AIR SYSTEMS



VOLUME 1, ISSUE 1

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MONTHLY NEWSLETTER BEGINS

This month we are starting a monthly newsletter with important information for **all** reps: Mars, Dynaforce, and ARES.

Some of the news included is time-sensitive, so it is imperative that you take 5 minutes of your day to read this newsletter.

For example, the article below explains a change in the way we do business and how we are helping you reach your sales goal.

The newsletter will be a short, quick read, filled with updates and news, and some fun FYI's.

MARS corporate will be undergoing many exciting changes this year and we want you to be updated and

events as they happen.

As a rep, you are an integral part of the MARS company and we want to give you the tools you need, one of them being this newsletter to help keep everyone across the country and the world connected and informed.

Thank you.

NEW MARKETING TOOL CHANGES THE WAY WE REACH LEADS

We are currently working on an Impact Movie that will have three parts: Mars products as a whole environmental system for both air curtains and make-up air

systems, one air curtain specific version, and one make-up air systems version.

With this video we will be able to target our current customers and prospective sales leads quickly and effectively. The flash videos are short and to the point—the corporate piece will be 3 minutes. The two shorter versions will each be 90 seconds.

You will be able to send out CD versions to distributors and customers, email smaller file versions for educational purposes, and we will also use it at shows we exhibit at. More details to follow.

SPECIAL POINTS of INTEREST:

NEW HIRES at MARS

Join us in welcoming:

Barbara Martin— our Human Resources guru

Laura Reyes— our new receptionist

Philip Vera— although not new to MARS, Philip has moved to our customer service department

SUGGESTION BOX

Do you have a news-worthy story to share? Email me at:

amandao@marsair.com

Please email me any suggestions or ideas for new ads or brochures that can help you reach your sales goal. Or if you think of an old piece that just needs a face-lift, let me know.

FAXED SALES LEADS A THING OF THE PAST

MARS, Dynaforce, and ARES reps will now receive Sales Leads via email.

Now you will get hot leads practically the moment we see them ourselves.

Gone are the days of waiting by the fax machine or having a paper appear on your desk weeks after it was

faxed over.

As we all know, the sooner you can contact a lead, the more likely it will be that the lead will become a customer.

Please email me any email addresses of co-workers that need to receive this letter at:

amandao@marsair.com

