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KeyReturn International

3rd October 2013

Dear Ross Cooper

We at Dunlop Super Dealers could not be happier with our decision to use the concept of KeyReturn key-tags for our retail outlets.

This is the only form of brand advertising, at a small cost, where the customer would have our brand in their hands every day. This is the best "value for marketing" idea I have seen for a long time. Having the secure identification feature and free return service included with the key-tag, plus the stylish branded packaging made the purchase decision very easy.

Many key-tag concepts have come across my desk, and all have been of a substandard quality except for KeyReturn. I was amazed with the quality of the KeyReturn key-tag, from the artwork design to delivery of actual tag and packaging, as it really is a step above the competition. A key-tag that we feel proud to carry our brand on, and to protect our customers keys.

The opportunities are endless for such a small item, and KeyReturn International have given us some great marketing concepts now that our branded key-tags are out in the market.

We have already been able to return a set of keys that had been lost by one of our valued customers because they had our Dunlop Super Dealer key-tag on their keys, they were very relieved to receive them back with our compliments.

It is a very satisfying feeling being able to contact our customer to say "We have your lost keys". At that point we have a customer for life, as we have provided a service that exceeds our customer's expectations.

Regards

A handwritten signature in black ink, appearing to read 'Jeremy Andrews'. The signature is fluid and cursive, written over a white background.

Jeremy Andrews
National Dunlop licensing Manager



