

**PETERSON INSURANCE AGENCY, INC.**

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08/04/09

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**RE: WHATS NEW!**

• **NEW & IMPROVED CUSTOMER REFERRAL PROGRAM**



For several years we have presented a gift certificate to a local restaurant for every person you refer who purchases their insurance from our Agency.

This year we thought we would do something different. Starting on August 15, 2009 through December 1, 2009 we will run a \*Special\* Customer referral contest with the winner receiving a 42" HDTV.\*



We love referrals, and sincerely appreciate each and every one we receive. If you were satisfied with our service, please send your friends and family our way. And if there is anything we can do to improve on your experience, please don't hesitate to let us know. Thank you!

Sincerely,

*Mike Peterson*

Peterson Insurance Agency, Inc.

Contest Rules – During the contest period (08/15/09-12/01/09) for every customer that you refer to our Agency who obtains a quote we will put your name in for the HDTV drawing on December 15, 2009. Contest rules and details will be posted on our website. For every referral that purchases a policy from our Agency during the contest period your name will be entered an additional time.