

Dear Valued Dealer Customer,

Thank you very much for your business in 2011. As one of the owners here at Maurice, I am personally involved to make sure that we offer the best program possible. I feel very strongly that our combination of the highest in stock, excellent service and competitive pricing is a winning combination.

HERE ARE JUST A FEW HIGHLIGHTS OF WHAT'S IN STORE FOR THIS YEAR:

1. Brand New B2B website launching Late February. You will really appreciate the hours we have spent towards making this the best business 2 business site in the industry.
2. We always offer flat rate shipping on all orders and no fuel surcharges.....EVER!
3. We have LOWERED the prices on 3800 items, and took no increase on 4500 items.
4. We have added over 3000 new items for 2012.
5. New Items highlights for 2012

Zoom Bait - We now have it all!

River Monsters - You can only catch these from Maurice!

Shoreline Marine - Marine Chemicals, Boat Seats and Boat Covers this spring.

6. More close-out and Overstock profit opportunities than ever before.
7. More inventory means continued higher in stocks. We average over 91% fill rate year round!

Without your business, we have no business and we thank you for your business.

If you've bought from Maurice in the past, we thank you. If not, give us a try. I personally stand by the service you will get from Maurice Sporting Goods.

Please feel free to contact me directly with any questions or concerns you have.

As always, thank you for your business.

Sincerely,



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