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TO: *Suttons Prod*  
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June 11, 1990

Mr. Bob Cankes  
President  
GERMAINE MONTEIL/CHARLES OF THE RITZ  
625 Madison Avenue  
14th Floor  
New York, New York 10022

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R. CANKES

Dear Mr. Cankes:

A couple of years ago, I ran out of moisturizer while on a trip to New York. I was close to Lord & Taylor's so I stopped by, walked up to the GERMAINE MONTEIL counter and, as the saying goes, the rest is history. I've been loyal to your products ever since, no matter where I shop.

The reason goes beyond quality or pretty packaging, however - the reason was, and continues to be, a remarkable lady by the name of Tina Novellino. More than just selling me on the product, Tina sold me on her smile, her service and her extremely talented expertise. To make a long story short, what began as a "quick" purchase on my part ended up as an impromptu make-over - and a consistent customer for GERMAINE MONTEIL. Not only was I impressed with the results but based on the compliments I received later, so too was everyone from the hotel desk clerk to some very important clients!

As one who has always enjoyed experimenting with cosmetics, I've met numerous "beauty consultants" but none with Tina's flair for enhancing the subtleties and accentuating the dramatics in a face. Best of all, by the time I left that counter, I was able to really use (though not as well as she does) the new products I purchased.

Now, whenever I'm in New York and time permits, I make a point of stopping by Lord & Taylor's to see Tina (and GERMAINE makes another sale). She's truly an asset to your company - one who represents - and sells - the brand better than anyone I've ever encountered. As a sales professional, I know how important that is - and that's also why I wanted you to know. Besides, should you ever send her "on the road," I'd like to ask a favor. Would you include Louisville on the itinerary?

Thank you for your time.

Most sincerely,

*Robert Loretti*

