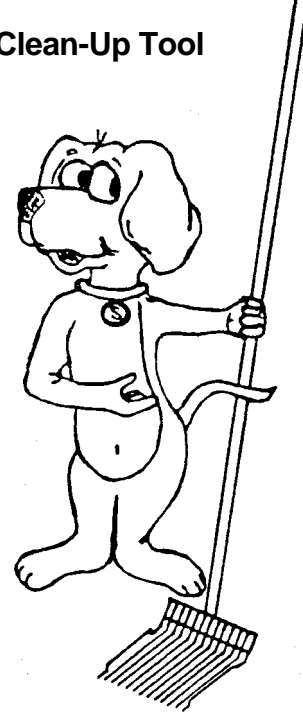


Introducing a New Environmentally Responsible Pet Clean-Up Tool

TO: PET SUPPLY DISTRIBUTORS
RETAIL PET STORES

RE: NEW PET CLEAN-UP TOOL

Scoopy®



We have focused 80 years of manufacturing experience to provide you a choice that is unlike any product currently available to your customers and the retail trade. The **Scoopy®** is designed and priced to grab the eye of the value seeking "impulse buyer".

PRODUCT FEATURES:

- Unique design slides easily through grass to gently "comb" lawn clean.
- Unlike other tools, **Scoopy®** will not scrape, cut or damage grass.
- Works great to quickly sift kitty litter, gardens, snow, and beach sand clean.
- Extra long 34" handle for easy "stand-up to clean-up" operation.
- Strong, welded steel construction rinses clean in seconds.
- Durable black gloss finish for superior rust resistance.

MERCHANDISING FEATURES:

- Requires minimum display area (twelve **Scoopys** hang on a 3" peg hook!).
- Comes with an eye catching label with UPC bar code and space for price tag.
- Limited 90 day manufacturer's warranty protects you and your customer.
- Priced for volume sales at the retail market and inventory turns for you.

Please see the enclosed product information sheet for pricing, terms, shipping and other details. For more information, please call Chris Wozniacki at (800) 989-9881, in the Michigan Area (248) 399-5100, or fax your inquiries to (248) 542-7104.

Mid-West Wire Products, Inc., 800 Woodward Heights, Ferndale, Michigan 48220-1488

Since 1927 ... Made in U.S.A.