

DATE: February 8, 2010  
TO: AAA Approved Auto Repair Professionals  
FROM: Amber Lambert, Account Executive, Auto Repair Network Programs and Services  
SUBJECT: **Moving Targets Birthday Connections Program Enhancement**

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Is your repair network struggling to find new customers? Interested in generating new business? Attracting new customers is a "Piece of Cake!" with **Moving Targets** Birthday Connections Program. Everybody loves birthdays. **Moving Targets** personalized Greetings and customized Gift Certificates can help make your repair networks' business stand out from the crowd and generate increased business.

**Moving Targets** Birthday Connections does all the work. Every month without lifting a finger **Moving Targets** will automatically create and send a personalized Birthday Greeting and Gift Certificate to shop customers, motivating them to visit and stay on top of their vehicle maintenance needs. This automated program lets shops choose how many people they want to reach (there are no minimums), who they want to promote to based on specific demographics or any other criteria they find useful.

Shops can choose from either a traditional card greeting with separate gift certificate for just \$1.85 (including postage) or letter greeting with tear-off gift certificate for just \$1.63, everything included. Greetings can be personalized and extra touches added.

Shops will save time and money as there is no need to provide any names or addresses. **Moving Targets** already has a 'Master List' for entire neighborhoods. They will do it all: design, prepare, print and personalize greetings with a special offer. There are no contracts, no set-up fees, no minimums and no hidden charges. Best of all, there is a AAA exclusive \$100 rebate from **Moving Targets** once 200 mailings have been completed.

**Moving Targets** has been doing business since 1992, is headquartered in Perkasio, PA and has relationships with many well-known automotive companies including NAPA AutoCare, Goodyear, Firestone, and Michelin. Please contact Jay Siff at **Moving Targets** [jay@movingtargets.com](mailto:jay@movingtargets.com), 218-257-0880 if you have questions or desire additional information about this exciting opportunity.

**Thank you for your continued support of Automotive Preferred Supplier Programs!**

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