



Wednesday, February 18, 2015

Dear Retailer,

As a key supplier to Guardian and IDA locations across Canada for Kodak Kiosks, Print Kits, Zippo products and packaged goods, Hyde's Distribution is pleased to announce that we are now the exclusive Canadian Distributor for Playboy Condoms.

In case you are unaware, earlier this week McKesson head office added Playboy 12 pack condoms to the planogram in the Family Planning category. I'm sure you will agree that the addition of a product with the Playboy name will only help grow the category for everyone. Currently, condom sales in the Canadian market are in excess of \$50m dollars annually.

As an introductory offer, Hyde's Distribution will ship each of you a total of 24 – 12 pack condoms (6 of each) at no-charge within the next 30 days. As this is not an automatic distribution, one of our telesales representatives will contact you prior to shipping. The regular retail is \$12.99. As an introductory offer we are recommending that you retail at \$7.99.

To place a re-order for condoms, you can simply place your orders online on the Hyde's website, via fax or through your telesales reps and include them with all other products you are currently ordering.

Please note that once all products are in store, we will support you by either participating in your corporate flyers, in-house flyers or through external media such as busses, transit shelters, or on billboards.

We do appreciate and thank you for the support each of you have given our company over the years. I have no doubt that given the same support, we will make the Playboy condom brand a leader in the Family Planning category.

Thank you

Hyde's Distribution

Gary Hyde

Gary Hyde
President