

Fit-R-Us™
3325 Sandpiper Lane
Virginia Beach, VA 23451

February 21, 2018

Simon Harpal
President
Sleep-Eaze
2309 Nimmo Road
Virginia Beach, VA 23456

Dear Mr. Harpal:

Subject: A full-featured fitness-center package deal for your beach-going hotel patrons

In the past five years, the number of hotels attracting guests by providing an on-site fitness center has increased from 400 to 1,500. This dramatic increase is attributed to the recent drive for Americans to live healthier lifestyles resulting in a surplus of travelers who would like to keep their workout regimen even while on vacation. As your hotels are located on a prime beach-going area, you do not want to miss out on the chance to add our durable, space-conscious, and low-maintenance machines to your hotels.

This trend began in 2013 when Americans were ranked last against ten other wealthy countries in regard to overall health. Once this information hit news headlines, it majorly impacted how many Americans went about their daily routines. Many Americans, both youth and adults, decided to add exercise to their day. In fear of losing this momentum, they carried this habit into their traveling routine as well. In response, many hotel owners decided to add a fitness center as part of their hotel's amenities complete with Fit-R-Us treadmills, exercycles, rowing machines, elliptical trainers, weight machines, barbells, and dumb-bells.

We understand that this is an extra expense for your hotel. However, know that when purchasing our fitness products, every dollar you spend will be put to a good use as this is an investment that makes patrons want to repeatedly use and recommend your hotels to all their family and friends. Many of your clients at Sleep-Eaze are coming to enjoy a nice vacation at the beach and this is the time, more than ever, that they will want to get a workout in. Our products will, without a doubt, exceed their workout expectations, increasing your hotel's marketability exponentially.

Please respond by April 1st so that we can get your on-site fitness center up and running before the summer vacationing season begins. Enclosed is a detailed list of our specialized work-out equipment and the pricing for each. More information can be found on our website www.fitrus.com but also do not hesitate to call me at 757-431-3287 for any further questions you may have.

On behalf of Fit-R-Us, we thank you for your time and look forward to hearing from you.

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3325 Sandpiper Lane
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Yours sincerely,

Ellen Chang

Ellen Chang
General manager

EC/ag

Enclosure: Catalog of Fit-R-Us workout equipment with pricing

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