



Phone Fax: (09)536-5327

E-Mail: info@parent.co.nz

The Parent Company Ltd., PO Box 16, Beachlands, Auckland

Dear Principal,

Horizon Printing and The Parent Company invite you to make money for your school from the forthcoming release and promotion on television and radio of **ReadingMaster '2'**.

To date, the New Zealand made export award winning **ReadingMaster** has assisted more than 36,000 children here and across the Tasman. This internationally acclaimed system has recently been represented by The George Wythe Foundation to the US Federal Government as the possible answer to the US literacy problem. **ReadingMaster** is already the tool of choice for many schools and pre-schools in New Zealand and as far away as Shanghai. And Washington State.

The original **ReadingMaster** pack is comprised of 27 full colour books (illustrated by New Zealand artists), a multi-platform CD-Rom, 3 videos and a guidebook. It retails for \$249.95. **ReadingMaster '2'** is the next development of this and contains 5 bonus books (bringing the total to 32) and 3 completely new digitally mastered phonics and whole word videos of outstanding quality and accelerated learning merit (bringing the total number of videos to 4). The updated kit with 5 extra books and an extra video will still retail for just \$249.95.

OFFER ONE:

If you photocopy the attached order form and brochure and distribute it via your students to their parents, you will receive a \$20 donation for every kit they purchase using this form. You need do nothing else!

OFFER TWO "School Orders Direct":

If you decide to really embrace what we are trying to do and proactively sell kits to your student's parents, we will supply you kits at \$199.95. This means that you may in turn sell these to the parents in their full knowledge that by getting it from you at \$249.95, the school and their children will benefit by \$50 per kit!

Consolidated order quantities should be faxed or mailed to us on the freepost card provided at the end of each week. We will dispatch kits to you the following week together with an invoice due for payment in 20 days of receipt and a re-order card. If you choose this option you will be able to continue to raise funds in this manner until Friday November 29, 2002. The final postings of kits to you will take place on Monday December 2, 2002. **ReadingMaster** is traditionally a huge seller up to and over the Christmas period.

In order to make it as easy for you to participate as possible, we have enclosed a brochure and order form that can be photocopied and distributed to the parents of your students.

This is our finest product to date and has never before been offered in this format in New Zealand. This initiative is capable of generating significant revenue for your school, with very little effort and over a prolonged period. Please visit us on-line at the New Zealand Export Award winning www.readingmaster.com to verify our credentials or contact us and join with us in tackling the literacy problem here at home.

Yours truly

Grant D Ford

Managing Director

The **ReadingMaster** home and school reading
'fund raiser' program
is proudly sponsored by **HORIZON PRINTING**
in association with The Parent Company and
www.readingmaster.com.

