



November 11, 2011

Dear Potential Licensee:

Thank you for your interest in LaundraPak! I developed, patented and marketed the LaundraPak® Laundry Backpack, a high-capacity bag designed to make laundry easier for anyone living in a dorm or apartment.

To date, the product has been sold through QVC and at 75 colleges bookstores including 10 stores run by Follett Higher Education, the leading operator of campus bookstores in the nation. We are now pursuing licensing and reseller relationships with manufacturers and distributors to help LaundraPak reach the mass market.

This unique bag provides the convenience and comfort of a backpack and converts easily to hang over-the-door to save space and keep laundry organized. It holds two loads of laundry and has special straps to carry folded laundry securely. **It is a perfect back-to-college item.** Below is some more detailed information about LaundraPak.

Product Highlights

QVC – Debuted on-air for back-to-school 2004. One of 15 products selected from a nationwide search.

Follett Higher Education – Sold during back-to-school 2006.

75 college bookstores – Has been sold on campuses nationwide.

eBags.com “Best of the Best” – 2005-2006. Ten of 10 customer reviewers said they’d buy it again.

Customer Testimonials

“The ‘Pak’ is compact, handy, versatile, and holds much more than meets the eye.”

“It is very durable and easy to carry, even when you stuff it to the gills. I’m very happy with my purchase.”

“This bag is great for people with small apartments.”

“The price is great. It’s definitely within reach of college students.”

“I have 2 Paks and I’ve given one to both of my sisters. We all live in NYC so this is the perfect product for us.”

The Opportunity

Build a National Brand – LaundraPak high-quality laundry bags and accessories.

Expand Your Bag Franchise – Grow a new category without cannibalizing existing sales.

Completed Business Plan – Thorough market research and analysis is available to licensees.

Category Expertise – We are eager to share our market and product knowledge with licensees.

(continued on next page)

Please consider adding this innovative product to your line. LaundraPak is a clever, niche item that provides significant value to its target customer as shown by its favorable reviews and its acceptance by major retailers. This niche also represents a product line that can be expanded with new designs.

Please contact me at your earliest convenience to discuss this opportunity. Buying season for back-to-school is right around the corner!

Sincerely,

LaundraPak Inventor

- Watch a video of LaundraPak on QVC <http://www.youtube.com/watch?v=osei1Rxwgm4>
- Color Sell Sheet and press clippings available upon request

About the Inventor

The inventor of LaundraPak has appeared live as an on-air guest on QVC and was selected as a semi-finalist in the Staples® Invention Quest. He previously licensed an athletic fitness product to Bike Athletic Corporation. His corporate experience includes work in branding and marketing at The Coca-Cola Company, Wise Snack Foods and Brand Institute, Inc. He holds a B.A. from Princeton University and an M.B.A. from Georgetown University.

Contact Information

Please use the contact information on www.laundrapak.com.
(information has been kept anonymous on this document to hide from web crawlers.)