

[DATE]

[Fname] [Lname]

[CompName]

[Addr1]

[Addr2]

[City] [State] [Zip]

[Dear Fname/Valued Business Partner],

Thank you for choosing (**INSERT COMPANY NAME**) to protect your home from termites. We're glad you selected us as a specially qualified Authorized Operator of the Sentricon® *Termite Colony Elimination System*.

The Sentricon System became the No. 1 brand in termite protection¹ by offering you proven termite colony elimination² in an environmentally responsible³ treatment. **And now it's even better!**

We would like to congratulate you on a free upgrade you will receive this year with the renewal of your baiting contract. Upon receipt of your renewal payment, our trained service technicians will install the latest advancement to the Sentricon System — Always Active™ technology. While upgrading your system will require an investment on our part, our goal is to outperform your expectations. We believe making this investment can take your peace of mind and your termite protection to a whole new level.

During the upgrade to the Sentricon System with Always Active technology, all monitoring devices will be replaced with Recruit® HD termite bait. Every Sentricon® station will now contain bait, all the time, providing you continuous protection and greater peace of mind. It's like having a termite technician on your property 24/7/365!

Always Active technology features innovative Recruit HD termite bait, which is inserted into all Sentricon stations upon installation. Recruit HD termite bait is highly durable in the soil and resistant to degradation; highly desirable to termites, preferred over wood in laboratory and field tests; and highly dense, with more than double the amount of termite colony-killing bait in a single device than the previous bait.

With this new innovation, one change you may notice is the inspection schedule. Because the new bait will now be present on your property at all times, we will now be inspecting and servicing the Sentricon stations on your property annually, minimizing the chances of servicing a station while termite feeding is occurring.

Thank you again for your business with (**INSERT COMPANY NAME**). If you have any questions about this exciting new upgrade to your home's termite protection, please contact us at (**INSERT PHONE NUMBER**) or (**INSERT E-MAIL ADDRESS**).

Regards,
(**AO NAME**)

¹Jefferson Davis Associates, Inc. 2008.

²As shown by 30 independent university studies and 45 published scientific articles.

³The Sentricon System is designed to prevent environmental exposure, and can be removed if desired.

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Always read and follow label directions.