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MANTLE LAMP COMPANY

June 28, 2010

Dear Aladdin Lamp Customer:

NEW—IMPROVED ALADDIN LOX-ON MANTLES NOW AVAILABLE

All of us at Aladdin are, indeed, pleased to announce that after two and one half years of intense hard work by many, many dedicated people and several hundreds of thousands of dollars spent on product development costs that Aladdin Lox-On mantles are now available again.

However, due to limited initial production capabilities, we only have enough mantles to support new lamp sales at the present time. **The good news** is that we will be able to ramp up production in August to much higher levels by adding new manufacturing equipment now in development. This means that during September we will be able to start filling new mantles orders.

The new R150 Aladdin Lox-On mantle has been greatly improved, too!

- FIRST:** The mechanical strength or resistance to shock is the best ever and our new mantle should last twice as long as before thanks to improved engineering and chemical formulation.
- SECOND:** The light output is slightly lower than mantles produced in Malta, but this is truly not noticeable to the human eye. We believe the greatly improved mechanical strength, which makes the mantle last much longer, more than offsets any loss of light and makes this the best Aladdin mantle value ever.
- THIRD:** New stainless steel wires are better than ever. The new wires are produced from type 308 stainless steel and should never burn through. Again, this is an improvement in quality that means more value for every Aladdin customer.



Stronger and more resistant to shock means longer life

Stainless Steel Wires will not burn through means better quality

ORDER YOUR ALADDIN LOX-ON MANTLES DIRECTLY FROM YOUR ALADDIN DEALER AS FOLLOWS:

<u>STOCK NO.</u>	<u>DESCRIPTION</u>	<u>SUGGESTED RETAIL PRICE</u>
R150	Lox-On Mantle	\$10.95

Thank you for your continued wonderful loyalty and great support for Aladdin lamp products.

Most cordially,
ALADDIN MANTLE LAMP COMPANY

Tony Batts, General Manager

PS: If you should have any questions, please give me or Sheilah Herrell or Kerry Panczer a call. We would love to speak with you.