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Dear 4:

Over the years, I've talked with thousands of widget users from all over the world. Each faces unique challenges, but all have one thing in common... they want more widgets! That's why we've introduced our line of self-replicating widgets. Imagine being able to increase the number of widgets in production by merely pushing a button!

4, I'm so sure you'll realize substantial benefits as a result of using our widgets, that I've asked our master widgeteer, Joe Gadget, to give you a call to discuss how you might achieve a 100% increase in widget productivity. Please be expecting his call next week.

Thank you for your continued interest in our widgets.

Sincerely,

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