



December 1, 2008

Virginia Tourism Corporation
901 East Byrd Street
Richmond, VA 23219-4048 USA

TEL (804) 545-5500
FAX (804) 545-5501
www.virginia.org (consumer)
www.vatc.org (industry)

Dear "Virginia is for Lovers" reseller:

Over the years, you may have purchased and sold a variety of "Virginia is for Lovers" merchandise, one of the most recognizable and enduring tourism slogans in the country. For that we thank you for helping to promote Virginia as a travel destination. We are aware that there may be some confusion regarding the wide range of designs and varying quality of merchandise being offered in the marketplace. We want to help improve your ordering experience and your profits by offering top quality and affordable "official" VIFL logo merchandise for resale.

2009 marks the 40th anniversary of the slogan, and the Virginia Tourism Corporation has chosen this historic occasion to expand and enhance its merchandising program, at the same time supplementing our limited tourism marketing budget.

We have made a substantial commitment of time interviewing potential companies that can take this unique marketing effort to the next level. It is with great pleasure that we introduce Target Marketing as the new official "Virginia is for Lovers" licensee. Located in Ashland, Virginia, Target Marketing has more than 20 years experience producing the finest merchandise and delivering it using efficient and effective modern processes.

Target Marketing may contact you to discuss your needs and to share what is available to support your VIFL merchandising needs. Please feel free to view their website at www.theVAstore.com or call 888-245-2829 for information. Check back often as new merchandise will be added continuously, including new designs to support our "Live Passionately" campaign.

We encourage you to support our official partner and help us maintain brand identity, quality products and a consistent marketplace message. You will experience a great ordering and reordering experience and earn benefits that include:

- exposure to more than 6 million visitors annually to the www.virginia.org website;
- offering your customers "official" VIFL trademarked designs;
- the highest quality products and service; and
- an opportunity to participate in our "Virginia is for Lovers" IT'S OFFICIAL Giveaway

Royalties generated from the sale of "official" VIFL merchandise through our authorized partner will go to Virginia Tourism Corporation to market Virginia as a travel destination bringing visitors to our historic state, destinations, attractions, and retail establishments. We hope that you will continue to support Virginia tourism marketing through your participation in this unique program.

Best regards,

Roy A. Knox
VP of Administration and Finance