

Dear Sales,

Making money: while helping small businesses grow.

Our American presence in China... at Basign, we know we have prices, now to show we go out of our way, (all the way to China), to make sure the LED (Lighting Emitting Diodes) products we supply meet the deadlines and the quality standards our customers expect. We believe that Quality Control originates at the source. As such we have stationed one of our corporate officers in China to oversee manufacturing and distribution. This will allow us to inspect all LED products before shipping and provide greater control in areas of component selection and product design.

If you are interested in any type of LED Sign or LED lighting product, please feel free to contact Scott Bailey. He may be contacted in China directly through his 800 number (800-533-5444), Email: scott.bailey@usa.net, and his Skype phone (407-412-9337). Scott's location in China is 12 hours ahead of EST (Eastern Standard Time) so adjust your communications to this time differential. However, Scott has also adjusted his hours somewhat to compensate for both time zones. By adding scott.bailey@usa.net to your MSN Instant Messenger, you can communicate directly and see when he is online. If you do not currently use MSN IM you can go to msn.com and download it.

Display sizes (Even though our Indoor and Outdoor LED Signs come in all sizes and Colors) There are still some limitations to the pixel size of the signs. The follow is a list of the available sizes offered for immediate shipping.

Indoor Pixel Sizes: 5mm – 6mm – 7.62mm – 8mm – 10mm and 12mm

Outdoor Pixel Sizes: 10mm – 12mm – 14mm – 16mm – 20mm – 25mm and 31.25mm

Programs Controlling Systems offered: Remote Control – Wireless – Radio Control – Video Control

Available Connections: Hardwire – Quick Connects – System In-Aggrades

Full training videos are provided with each model and type of sign sold.

Warrantee: If Cree, Blue and Green chips are used and our high prospected Reds are used, then we offer a 3 year replacement warranty on of our LED Signs. However we do offer standard grades and higher grade LED Chips in our signs. Please consult the factory for more information of other LED Chips offered.

WHAT THE SBA HAS TO SAY ABOUT LED SIGNS

<http://www.sba.gov/smallbusinessplanner/start/pickalocation/signage/text/emcfaq.html#6>

What level of return on investment can your customer expect?

For businesses that choose to enhance their signage with an electronic message display, the owners typically see an increase in business of 15% to 150%. Using the smaller number, consider the following example.

A small business generating \$1,000.00 a day in revenue adds an electronic message center. The business soon increases by 15%, adding another \$150 per day in total revenue. That translates into an additional \$1,050.00 a week in revenue, or \$54,600.00 per year.

It has been said that in retailing, "the last dollars are the best dollars," meaning that each additional customer adds a greater marginal percentage to the business's bottom line profit. In the foregoing example, we can only speculate upon the actual impact upon profit, but assuming that the business was at or above its "break-even" point before adding the electronic message center, the addition of \$54,600.00 per year in revenue would clearly add to the business's profit.

Keep in mind that with this example, the investment in the electronic message center unit would likely be about one-third of the additional revenue generated in the first year of its operation alone.

Now that you have read the above, you can see that, the next question should be: Which LED sign is best for me?

You can NOT afford, NOT to have a LED sign, if you are looking for growth in your company, LED Signs are the way.

We offer leasing programs as well.

Sincerely,

Scott Bailey
CEO Basign, LED Company