

REF: NS908/M6/MI45

17 July 2009

Ms. L.M.Deardon
BTB MAILFLIGHT LTD
B T B Mailflight Ltd
Wolseley Road
Kempston
MK42 7UA

Dear Ms. Deardon

Your company is one of only a handful in the UK Direct Mail industry not to have suffered a big decline in their financial performance. A new study has just been completed that analyses emerging threats and opportunities in this evolving market and will help you to remain one step ahead of the rest.

The Plimsoll Analysis – Direct Mail will tell you everything you need to know to benefit from an uncertain market. Each of the top 500 companies that operate in your specialist market has been individually assessed to provide a clear overview of their latest performance. Here are some of the key findings:

- You have maintained your performance levels much better than others in the market
- 145 of your fellow competitors are in financial danger and will struggle to survive
- There are 93 companies of comparable size to you that would be excellent acquisitions
- Competitive pressure is now so intense, a third of companies are making a loss

The report delivers an instant verdict on each company using an uncomplicated written and graphical summary. Your own company is assessed on page 73 of the report, allowing you to compare your performance to the rest of the market. In addition, a new 100 page industry review is now also included highlighting the changing dynamics of your market.

To order your copy of this unique report, simply sign the attached order form and fax it back to me on 01642 626410.

Yours sincerely



Christopher Evans
Senior Analyst

PS: We will email you a copy of the report in PDF this afternoon and a printed copy by overnight courier. What's more we can offer you a £100 off the price!