



CORANDE PUBLISHING, LLC

4240 Portsmouth Blvd. /#216 Chesapeake, Virginia 23321

757-292-7726

Fax: 866-853-0783

Dear American Legion Leader:

I would like to take this opportunity to introduce you to Corande Publishing, LLC. Our business was established around the purpose of providing not-for-profit organizations with a means of creating a new revenue stream, reducing operation costs, and improving communications.

With the U. S. economy struggling on virtually all fronts, our purpose takes on an even more important role as many not-for-profit organizations face the difficult challenge of soliciting financial support during a financial crisis. As jobless rolls rise, financial resources dwindle for even the most worthwhile causes. With an increasing proportion of the population shifting to the Internet and electronic media as their “Media of Choice”, our service provides organizations with a practical means to engage, and expand their support base in the digital age.

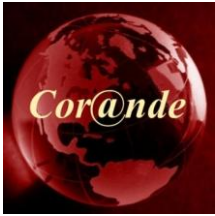
For Business, Professional, and Trade Organizations the financial benefits of partnership with Corande Publishing offers the same opportunity to control costs, improve member communications, and generate additional revenues.

Please take this opportunity to review the enclosed information and consider the financial and other benefits for your organization. When you do, I am sure you will see the value of a partnership with Corande Publishing. To further explore the potential, simply fill out and fax the enclosed “Request For Information”, or complete the online version at our website: www.corande.com.

Cordially,

William R. (Rand) Cordle,

Founder/President



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***THE FINANCIAL PROSPECTS OF A DEPARTMENT
E-NEWSLETTER PARTNERSHIP WITH CORANDE PUBLISHING***

COMPARE THE POTENTIAL REWARDS OF AN E-NEWSLETTER

Potential Monthly Newsletter Advertising Income	\$ 10,500.00
<i>*(Example Based upon 10,000 Subscribers/30 ads per issue)</i>	
Monthly Organization Revenue-Share	<u>\$ 2,625.00</u>
POTENTIAL ORGANIZATION INCOME PER YEAR*	\$ 31,500.00
<u>(*A higher number of subscribers produces correspondingly higher income)</u>	

WITH TYPICAL COSTS OF A TRADITIONAL PRINT NEWSLETTER

<i>*1st Class Postage for 10,000 traditional Newsletters @ .42 ea.</i>	\$ 4,200.00
<i>40,000 sheets copied @ .05 ea.</i>	<u>\$ 2,000.00</u>
<i>Basic Production Cost per Issue/Month</i>	\$ 6,200.00

TOTAL TYPICAL YEARLY EXPENSE **\$74,400.00**

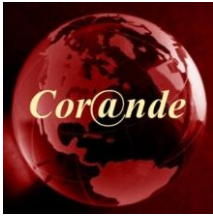
(Not Including Labor, Transportation, & Equipment!)

**Postage rates may vary*

THE FIGURES SPEAK FOR THEMSELVES.....

Converting from a traditional “print and postage” newsletter to an e-newsletter partnership with Corande Publishing can potentially make a SIX FIGURE DIFFERENCE in your organization’s bottom line... and the higher your number of subscribers, the more potential revenue your newsletter may produce.

Submit a Request for Information today (*enclosed or online at www.corande.com*) and take the first step to create a new revenue stream for your organization!



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FREQUENTLY ASKED QUESTIONS

Q: What would it cost our organization to publish a monthly web-based e-newsletter in partnership with Corande Publishing?

A: Qualifying organizations pay ABSOLUTELY NOTHING! All Newsletter expenses are recovered through revenue generated by “Family Friendly” newsletter advertising.

Q: What are the requirements for a “Qualifying Organization”?

A: Subject to review and approval, generally organizations who comply with our published content policy and have the ability to generate 2,500 subscribers or more would qualify for our services.

Q: How much can an organization save by partnering with Corande Publishing for monthly web-based E-Newsletters in lieu of traditional “print and postage” newsletters?

A: Based on a printed 4-page newsletter and first class postage, you can expect savings of approximately \$0.62 per issue /per recipient in postage and copy costs. For 10,000 subscribers, that's a potential savings of \$74,400/year!

Q: What would the revenue-sharing potential be?

A: Advertising rates are circulation-based with ads in publications with larger circulations generating more income than publications with small circulations. Consequently, newsletters with higher subscriber rates would generate higher ad rates. Though each newsletter involves a unique number of subscribers and ads, we can offer the following example:

At current average internet advertising rates, an organizational newsletter with 10,000 subscribers and 30 ads has the potential to generate approximately \$2,625 per month/\$31,500 per year for the organization.

MORE SUBSCRIBERS WOULD RESULT IN CORRESPONDINGLY HIGHER REVENUE.

Q: What if we don't have 10,000 subscribers, how do we raise funds?

A: Corande Publishing will negotiate with advertisers to sell advertising in your publication in conjunction with other organizations with similar demographics and prorate the shared revenue among the organizations based upon their individual subscriber numbers.

Q: How do we get started?

A: Simply complete the Request for Information enclosed or available online at: www.corande.com. Upon review and acceptance you will receive a copy of our Services Agreement, and additional information which will help you get off to a smooth start.



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Reducing Costs and Improving Communications with E-Newsletters A Winning Solution for Not-for-Profit, Professional, Business and Trade Organizations

Partnering with Corande Publishing to provide e-newsletters for your organization provides the following unique advantages.

Simple Implementation

Our partners simply provide us the names and email addresses of their membership and the content they want in their newsletters in electronic format. Corande does the rest. Members receive an email invitation to subscribe to the new e-newsletter. Corande can also offer your organization with an online link for membership subscription at no cost. It is important to note that Corande Publishing and its affiliates do not share email addresses with any outside parties, and subscribers may subscribe or unsubscribe at any time.

Revenue Sharing

In addition to no cost e-newsletter services for qualifying organizations, because Corande Publishing shares newsletter advertising revenue with our partners, the net result of a partnership with Corande Publishing is the establishment of a new, ongoing revenue stream for your organization.

Improve Communication at Lower Cost

Using monthly e-newsletters for communications eliminates most of the costs associated with traditional communications and provides the added benefit of being able to communicate almost instantly across across your entire subscriber base in an emergency situation. Without question, the current generation's media of choice is the Internet, and Corande Publishing provides your organization the tool to reach out to them there.

Environment Friendly

Digital publishing is the environmentally responsible alternative to traditional media, delivering content with maximum convenience for the consumer and minimal impact on the environment. It eliminates the use of paper as well as fuel consumption required for delivery of traditional media.

Broad Application

Using digital technology, Corande Publishing can provide NO COST e-newsletter services for qualifying:

- Not-for-Profit Organizations
- Business Organizations
- Professional Organizations
- Trade Organizations

Submit a Request for Information Today (enclosed or online at www.corande.com) for more information on how your organization can profitably partner with Corande Publishing!



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CONTENT POLICY

It is the policy of Corande Publishing, LLC and its affiliates not to intentionally publish material, provide services, or publish advertising which, in the sole and absolute opinion of its management, is unpatriotic, anti-American, obscene, pornographic, abusive, defamatory, grossly offensive, harassing, vulgar, threatening, malicious, or is not “family-friendly” in nature.

Corande Publishing, LLC
January 18, 2009

PRIVACY POLICY

It is the policy of Corande Publishing, LLC and its affiliates not to sell, share, exchange, trade or otherwise release subscriber email or personal information to any outside business, organization, or individual(s) for any reason, unless so ordered by a court of legal jurisdiction.

Corande Publishing, LLC
Sept. 30, 2008

