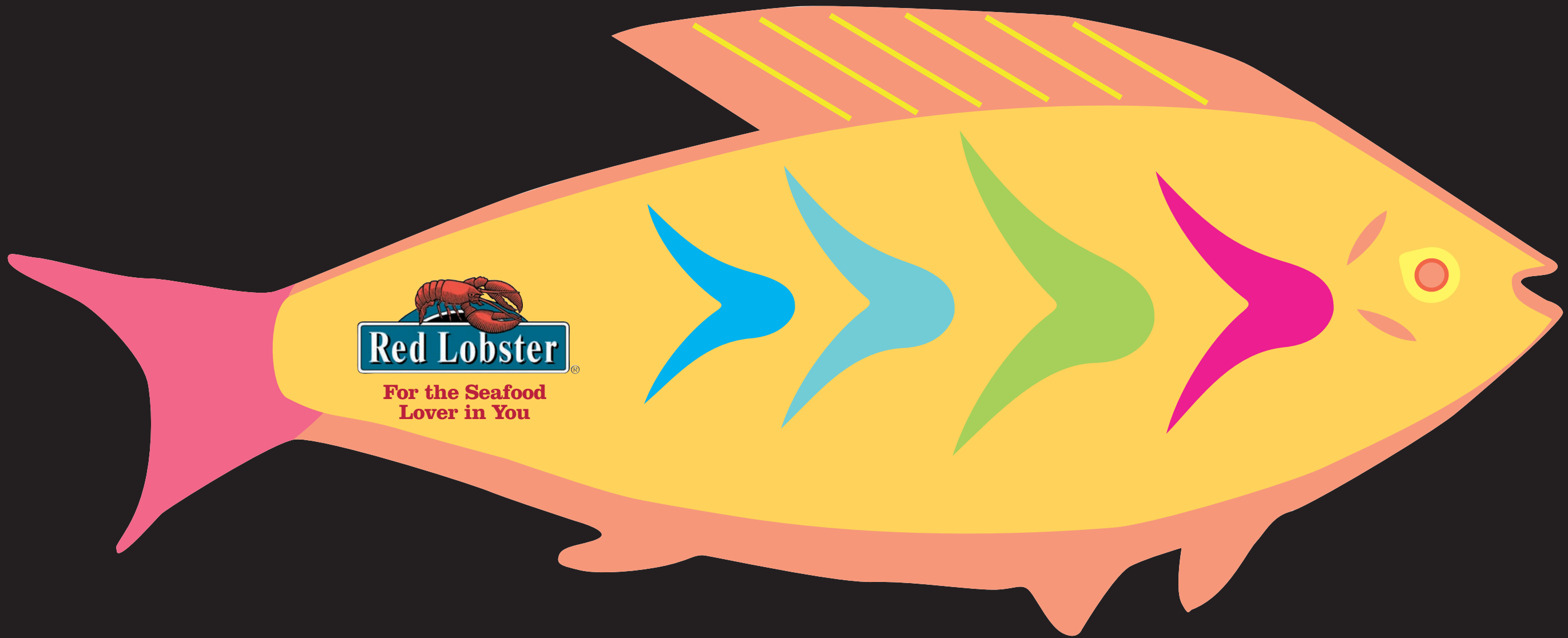




Grand Opening/Custom MarketMail



Get out to the coast!

Feast on some seafood at our Grand Opening on Friday, June 11.



A new Red Lobster Coastal Home Restaurant is opening in your neighborhood soon! We're celebrating and you're invited to the party. Em dolor si blam zzriurercin utat nis nisl exero od exercipit autatio consendre conulput la atet iliquip ustrud molore magna commy nisit lor adipit ad magna co nulput am consed modionsecte volorem in utpat.

Enter the "Lovin' That Seafood" Sweepstakes!

Bring in this postcard and automatically be entered in the sweepstakes. You could win an all-expenses-paid trip to a coastal resort! Lortie vendigna auguercin henisi. Duissi tem vendrercin utem volor si blam zzriurercin ut nis nisl exero od exercipit autatio coustrud molore.



PO Box 12345
Anytown, US 34567

Presorted
First-Class Mail
U.S. Postage
PAID
Red Lobster

Sample A. Sample
123 AnyStreet
Anytown Town USA

FREE Red Lobster
"Coastal Home" windsock
for the first 500 visitors!



Branding through the Mailbox™



Seafood Lover's Society/Tabletop Card

Announcing the Seafood Lovers Society!
 Join now and get exclusive discounts on Red Lobster dishes — plus this FREE Seafood Lovers Kit!

The more seafood you eat at Red Lobster...the more you'll save! Just fill out and mail the attached card and we'll send your FREE membership kit. Then earn bonus points with every visit for meal discounts. Plus special offers for members only. Join the Seafood Lovers Society today!

Red Lobster
 For the Seafood Lover in You

Red Lobster
 For the Seafood Lover in You

YES! Please enroll me in the Red Lobster Seafood Lovers Society!

RL-604

Name _____

Street Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

How often do you eat at Red Lobster?
 ___ Weekly ___ Monthly ___ Occasionally

What's your favorite Red Lobster dish?
 ___ Shrimp ___ Lobster ___ Fish

How many people are usually in your dinner party?
 ___ 2 ___ 4 ___ 6 ___ 8 ___ More than 10

Fill out and mail the postage-paid card or give it to your server to receive your kit. Call Red Lobster at 1.800.XXX.XXXX for more information!

Red Lobster
 For the Seafood Lover in You



Branding through the Mailbox™



Movers/Message in a Bottle

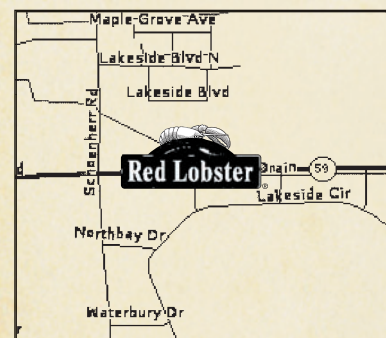


For the Seafood Lover in You

Welcome Aboard!

Once you've unpacked and settled into your new place, c'mon over to our house! You're invited to our Lobster Fest happening now until June 2. Because when the lobsters are this big and tender, it's time for a Red Lobster seafood celebration! Od exercipit autatio consendre conulput let iliquip ustrud molore magna commy nisit lor adipit ad na conulput amconsed modionsecte voloremolor senis et irit alit prat. Ut vendio.

We're right in your neighborhood...



123 AnyStreet
Anytown Town USA

Hours: M-F 10 a.m.-11 p.m.
Sat. & Sun. 10 a.m.-9 p.m.

Welcome to the neighborhood!

Sample A. Sample

Buy one lobster dinner at Red Lobster
and get a second lobster dinner at half price!

Present this certificate to your server.



For the Seafood Lover in You



All rights reserved.

Branding through the Mailbox™

