

Mr. Jay Worthington
Culture Unlimited
16800 Corporate Lane
Shalersville, Ohio 44266

5820 Faulkner Ave.
Slippery Rock, Penna. 44277
(212) 762-3948

Dear Mr. Worthington:

In the latest issue of the Wall Street Journal, I read of your plans to expand Culture Unlimited by opening a new CD and book division in Ohio, using an innovative "Leisure Lounge" concept. Considering that I know sales promotion, and particularly know book and CD promotion! I believe I could lead your company in making a successful entry into the Ohio market.

My expertise spans 15 years and includes extensive experience in designing advertising programs and establishing retail networks. I helped spearhead the highly profitable "Creature Feature" campaign for Simon DVDs.

Next week I will be in the Cleveland area on business and would like an opportunity to stop by and discuss my employment possibilities with you. Enclosed is my resume with additional information. I look forward to hearing from you at your earliest convenience.

Sincerely,
Betty Guesston