

Paddy Pallin

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Leaders in Travel & Outdoor Adventure since 1930

24 July 2011

Dear Sir / Madam:

As discussed by phone, I would like to take this opportunity to extend an offer of **FREE Paddy Pallin Club Membership** to all your existing bushwalker club members.

The Paddy Pallin Club Card will provide your members access to:

- **10% off full RRP on the world's leading brands for in-store and online purchases year round.**
- Invitations to **special membership sales** and discounts.
- **World's Leading Brands** – Paddy Pallin is committed to bringing you the best products from the world's leading brands. These include our own Pallin brand, Scarpa, ExOfficio, Osprey, the North Face, Patagonia, Icebreaker, MSR, Helly Hansen, Mountain Hardwear and Marmot to name a few.
- **People in the Know** – When you visit a Paddy Pallin store, you'll deal with staff that live and breathe the outdoors. Sure, they're highly trained in their jobs but more importantly, they use our gear every day and for every adventure. That's why they're experts in giving you the right advice.
- **Rock Solid Guarantee** – Paddy Pallin stands by all the product we sell. Should any item have a defect in materials or workmanship, even after extended use, we will repair, replace or exchange it at our discretion. That's a rock solid guarantee. Please refer to our online Refund and Exchange Policy or contact our helpful staff for advice.
- **Price Promise** – If you find an identical product somewhere else at a lower price, let us know and we'll happily match it (excluding internet prices). That's our price promise and we're sticking to it!
- **Environmental Heartbeat** – At the heart of Paddy Pallin's original philosophy was a strong commitment to the environment. That commitment goes from strength to strength through a number of initiatives such as our "Don't bag the environment" campaign and environmental grants provided by the Paddy Pallin Foundation.

How to proceed?

- Please forward this information on to all your club members.
- Club members can claim this offer by providing proof of bushwalker club membership in-store. Our friendly staff will assist them with the Free Paddy Pallin membership.
- Free Paddy Pallin membership will be valid for 12 months from the date of issue, and will provide members access to all of the above benefits. Membership renewal past 12 months will cost \$11 per annum.*
- Membership discounts can be accessed from the first day of issue.

* Prices are correct at time of printing and may be subject to change.

Hugo Gildenhuis

Store manager

Paddy Pallin

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