



Dear Operator/Distributor,

Low Prices, Quality Merchandise, Fast Service; Everyone promises it, but few deliver on all three. Here is why we are different:

PRICE: Micro manufactures its own cabinets and assembles each product. Since we do business in high volumes, we can offer you the lowest possible price. I have included our new price list with the enclosed brochures. Let us know how this compares. We have every intention of meeting or beating all other prices.

QUALITY: Micro uses only top quality components. That means you get a Wells Gardner monitor, Mars dollar bill acceptor, Wico power supply, and Happ Controls lighted push buttons. We use only licensed circuit boards, so you won't have copyright hassles or service problems. Micro also uses a unique voltage presence indicator system which indicates by LED light when any of the three vital voltages are not present (for fast in-the-field troubleshooting). You'll receive the most attractive printed front glasses in the industry. Micro uses up to nine colors per artwork where others may only use four or five. And, we have our own in-house artist so we can maintain accuracy and detail. When you look inside your new Micro machine, you'll be impressed at how neatly everything is arranged and assembled. You can see the quality at a glance, and your customers will know they have the best equipment you can buy them.

SERVICE: With the highest quality components available, it is unlikely that service will be needed. When it is, we see this as a performance opportunity rather than an annoyance. We realize this is OUR CHANCE TO DAZZLE YOU. Many times the problem can be corrected over the phone. If not, our technical staff repairs all products in-house, thereby ensuring really fast turnaround!

GUARANTEE: All new equipment we sell is guaranteed for 90 days. If anything fails within this period, simply return it to us for prompt repair, free! If you're not completely satisfied for any reason within 30 days, we'll give you a full refund.

Sincerely,
Ben Lloyd
Sales Representative

