

Important Information –

From: Military Locator & Reunion Service, Inc

The information contained in this letter is very important! Please read it very carefully and respond as necessary! **You must respond as indicated in this message to continue receiving information about your reunion through the US Postal mail!**

Big changes are going on here at ML&RS, Inc! They're not going to happen overnight, but the process has begun. As you are certainly aware, rising costs for hotel rooms, meal prices and fuel for autos and tour buses makes for a more expensive reunion! We are doing everything we can to keep our costs to a minimum. However, prices continue to rise, including postage (which has gone up again the first of this year). In an effort to offer you and your fellow attendees the lowest possible cost, we are going to make some changes to the way things have been done in the past. We hope you will work with us to implement these changes as smoothly as possible!

Due to the multitude of requests we have received over the last few years, we are going to now upgrade our web site to include a variety of information pertaining to your reunion. There will be a small web site within our company's web site for each of the reunion groups we work with. The main page for each group will contain basic information about the upcoming reunion, as well as links to several other pages, including but not limited to lists of those who have signed up, the actual registration packet as a web page, a link to the profiles that were previously printed in the Sentimental Journal, newsletters, and after the reunion a link that can be used to order copies of the memory books that will now be included as part of the reunion package. Also, we will not duplicate anything your group already has on their web page. We will do our best to keep personal information secure. Addresses and phone numbers will not be published. Email addresses will only be published with permission.

Beginning with the 2006 reunions, we will be discontinuing our memorabilia sales, including the Sentimental Journal. There are so many web sites out there now where hats, t-shirts, etc can be ordered, and the turn-around time is just a matter of days. When we first started this business, this was not the case. We began offering these items as a service to the reunion groups who didn't know where else to order items. Due to the increased availability of memorabilia, our sales have declined over the last few years, and it is no longer cost effective for us to continue offering these items. Also, there are a lot of groups who prefer to sell the items themselves as a fund raiser for the association. We certainly do not wish to compete with your association sales!

In place of the Sentimental Journal, we will begin including a 2006 Memory Book as the memorabilia item given away at the reunion. This will replace the note cards, clocks, pens, etc that have been given in the past. However, they will not be given at the reunion, they will be sent to each attendee (who signs up for one of the Option Packages or orders one as part of their Individual Option) following the reunion. The 2006 Memory Book will contain photos from the reunion and "then and now" photos that have been submitted prior to the reunion each year. The very popular profiles will now be accessible from the web site.

Once the group's web site is up and running we will discontinue the majority of the paper mailings we sent out. Newsletters, Surveys, Introductory Letters and Questionnaires, and the Registration Material will all be available on the web site. We do realize that there are still some people who do not have or do not want internet access. Because of this, we will continue paper mailings to those who let us know they want their info via the postal mail.

You must return the "coupon" at the end of this letter if you wish to continue receiving paper copies of the various material we send out – newsletters, registration material, surveys, etc. If you do not mail in this coupon, we are assuming you have internet access and can obtain all the necessary reunion information off your group's web site. Be sure to visit your group's site frequently and take advantage of the information that will be/is available there. If your profile is not listed in the Crew Profiles, then be sure to submit yours via www.mlrsinc.com/questionnaire.htm!

At some point in the near future, we plan to add on-line registration capabilities to each group's web site. That probably won't happen this year, but I do foresee it happening soon. That is another feature we got a lot of requests for.

As we strive to provide you and your reunion group with the best possible value for your reunion dollar, it is sometimes necessary to change the way some things are done. Our ultimate goal is to offer each and every reunion attendee a great reunion at a reasonable price. Please do not hesitate to contact me if you have any questions, comments or suggestions!

Respectfully,

Dina Coffey
Office Manager
M L&RS, Inc

Return this coupon if you want to receive all future mailings from us on paper via US Postal Mail:

Reunion Group: _____
(ship or unit name)

Your name: _____

Your mailing address: _____

Return this coupon to: ML&RS, Inc PO Drawer 11399 Hickory NC 28603