



105-A Water Street
P O Box 132
Jordan, MN 55352
Ph. 952.492.7727
Fax 952.492.6005

www.creativeadvertisingproducts.com

May 4, 2020

TO: All Advertising Customers

FROM: Karen Schwartz, President

RE: Covid-19 Policies

Being a small business, as are most of you, we're dealing with uncertainty and uncharted waters, as we try to navigate unexpected challenges for our business, as well as our business customers.

Our sales and production offices were forced to close down for many weeks, but we expect to be up and running at full production capacity within the next 2-3 weeks. Any specials boards currently in production will be held until the restaurant customers re-open, and we're able to ship their new signs. At that point, the 24-month advertising term will begin.

For signs currently being displayed in restaurant locations around the country, everyone understands that those locations had to unexpectedly close for a period of time, as well. Week by week, we're seeing them begin to open, and we're sure that all of the local business community will support their re-opening, and be anxious to get back to what we're all calling "our new normal", and patronize our favorite gathering places, once again. We will make our best efforts to try to add some time onto the end of the advertising term, but because of logistics, and our account representatives schedules, that may not always be possible.

There is a certain amount of attrition in the restaurant industry, even in the *best* of times. This period of time is unprecedented, and, as you could expect, the experts are predicting that a more than typical amount of restaurants will close permanently. Our stated policy on our Advertising Agreement is that we are NOT responsible for the closing of any establishments, but will make our best efforts to relocate the sign, in the event of a restaurant closing. Obviously, with our product, 100% of our fixed costs occur *before* the product is even shipped to the restaurant, which is why our agreements are non-cancellable. Our policy has not changed, but in those cases of a permanent restaurant closure, we ask for your patience and cooperation in trying to relocate signs, as we are expecting a greater number of closings than ever before. It isn't always possible to relocate a sign, but we promise that we'll do our best!

You hear it over and over again... "we're all in this together!". We will do everything we can to give our customers what they paid for, at the same time making every effort to keep *our* business healthy, so we're around for many, many years to come, to provide you with a unique product at an excellent value. Thanks again, for your patience and understanding! We wish you continued success in your business, as well as good health for you and your families!