

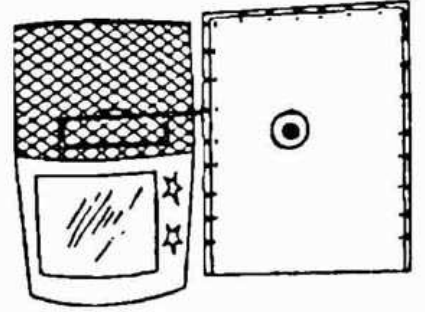


# TWISTER DISPLAY

Dear Customer,

I just wanted to congratulate you, my customers, on a fantastic *Easy Dunker* rental season. Based on my discussions with many of you, I've come to the conclusion that there are 4 basic factors for this resurgence in *Easy Dunker* rentals:

- **The “Familiarity Factor”** Almost everyone is now familiar with the dunk tank. They are everywhere; at fund raisers, school carnivals, block parties, festivals, company picnics, and on TV. They are seen being towed down the highway and sitting on your property. The general public is much more aware of what a dunk tank is now than they ever have been.
- **The “Popularity Factor”** The dunk tank is as popular as ever. The concept of dunking someone in a tank of water never grows old.
- **The “Rental Factor”** Easy to set up and simple to maintain, the *Easy Dunker* is a perfect rental item. It always generates a quick return on investment. Given the familiarity and popularity of the *Easy Dunker*, it basically rents itself.
- **The “Amusement Factor”** It has been said that the amusement industry is “recession proof”. Even when the economy is down, people will still spend money to have a good time. Even as construction rental is on the decline in many areas of the country, the party rental sector is making a comeback.



After speaking with many of you this summer, I have been made aware that my dunk tank is under assault. My tank has taken a beating from big, strong boys with strong arms, the seat is under more pressure than ever by heavier bodies, and even mother nature is throwing all she has at my tank in the form of rain and sun (UV rays can be very destructive). So I have decided to fight back with the following measures:

- We now manufacture all canvases with an extra heavyweight vinyl material. It is a special 22-ounce, tear-proof material that is used in the trucking industry.
- To keep the seats from breaking, we have changed to a thicker, high-density plastic with much improved UV protection. Each seat is now 1.25” thick.
- We have also worked with a hinge manufacturer to design a special, extra heavy-duty seat hinge that is now guaranteed not to break. Even the seat hardware has been upgraded to a larger, stronger size, making it “big boy proof”.
- We have beefed up the welds on our cage and wing and doubled the size of the wire ties on the netting.
- Within the last year, the arm material has been strengthened as well as a better pivot point used to activate the trigger.
- In our fight against mother nature, the steel frame now gets an extra heavy powder coat finish. We are presently working on a protective cover for the tank to protect it from the sun and the harmful UV rays.

My goal is to provide you with a dunk tank that will stand up against any assault your customers (or mother nature) can throw at it.

I am also aware that there are many well used *Easy Dunkers* which need to be replaced. With this in mind, Twister Display is implementing the following upgrade service plan:

***Return your Easy Dunker to our factory for an overhaul and upgrade!*** Drop off your dunk tank at our factory in East Liverpool, Ohio and during the off season we will upgrade it and make any necessary repairs so it will be ready to go in the spring. (Of course, we can also ship you any necessary parts or upgrade kits so you can overhaul your tank yourself.)

**Let's make 2011 your best year ever!**

Harry Smith  
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P.S. As most of you already know, Twister Display introduced a new product this summer called the ***Big Splash***. This product compliments our *Easy Dunker* and will help you increase your rental options. The ***Big Splash*** only uses a 2 gallon bucket, which makes it the perfect option for areas that have water restrictions. Some people cannot use the dunk tank due to age, size, or physical limitations. However, anyone can sit beneath the ***Big Splash***! Find out more by visiting our site, [www.bigsplashfun.com](http://www.bigsplashfun.com)  
Expand your business and generate excitement with Twister Display's products.

**1 800 637-3656 ~ 1 330 386-1270**

**[www.twisterdisplay.com](http://www.twisterdisplay.com)**