

Subject: Be Prepared for Your Next Power Outage

Dear David,

If you were among the nearly 300,000 Chicago area residents who experienced power losses during last week's storms, then you had a taste of what it would be like if the power grid were to fail. That may sound severe, but this was one of the longest duration outages on record in this area.

Lives were greatly inconvenienced. Some were put in danger. Businesses suffered. Food spoiled in every community, and that disrupts more than just one's ability to watch a program on television.

No one should have to go without power in this day and age, but storms, grid failures and circumstances beyond our control will continue to interrupt the power supply. Within just the past two weeks, many communities went without power anywhere between 7 hours and 2.5 days. That's unacceptable. Yet we're only at the beginning of "severe thunderstorm season" and "severe heat season." When power failures occur and it is very hot weather, many find it difficult to sleep without air conditioning.

Did you know that the Chicago area is the power failure capital of the US? It's a documented fact that we have more outages in this area than anywhere else in the country. We're also prone to greater numbers of storms in the summer and heavy snows in the winter... both of which continue to wage war on power lines, transformers, businesses and lives. But there is simply no reason anyone needs to go without power anymore, even when power lines are down and there's no estimate when the power will come back on.

Now you have an option: Permanent, 24/7 power, regardless of the power grid and whatever happens with it. We can help you with solutions today, with just one phone call.



A permanently installed automatic standby generator protects your family and home from damaging, dangerous power outages – for about the same cost as central air conditioning. Protect the things that matter most. Contact us today!

Or, you can simply reply to this e-mail and just say "call me!" We will pay your home or business a visit for a no-cost quote. It won't take up much time at all, and one of us will explain a little about our services. Or, you can request more information and I'll make sure you get it right away. We supply permanent standby power generators from whole house all the way

down to portables with power capacity from 800 W to 10 kW.

We also have financing arrangements to suit every budget. The thing to remember is, now you have an option. Now you can become independent of the power grid any time, no matter what. Summer's just begun: Insure yourself, your home, family and/or business from power loss once and for all.

I'm Jim King and you have my word on it. I look forward to hearing from you!