



The DDD Directory
4270 Aloma Ave # 22A
Winter Park, FL. 32792
888-443-4634

Dear Valued Manufacturer:

We'd like to thank you for being a part of The DDD Directory in 2007.

It's the time of year where many of you are finalizing your fiscal year, reviewing your marketing strategy, and expanding your product lines to include the new 2008 vehicle models. Don't forget: The DDD Directory offers unlimited catalog updates for free, so your new products can begin their sales cycle immediately!

DDD has enjoyed tremendous success thanks to hard work, web research and most importantly, the Manufacturers that have joined us over this past 3 years. We're looking forward to the next 25!

How can you maximize your value from The DDD Directory?

1. DDD Offers free updates and free ad changes.

Send us your press releases and we will add all of your new products to the site as you release them! Please send your press releases to press@dddracing.com and we will automatically add your new products to our vehicle specific directory! If your banner or video ads change, send them to us and we will trade them to keep things fresh.

2. Use our blog to increase your web traffic!

Blogging has become one of the best ways to get your company name on the web and draw people to your website. The DDD Directory has just launched its new fully functional blog, complete with unlimited comments and free links, RSS feeds, and a platform for Manufacturers, Shops and Online Stores to speak their mind publicly. Please view, join and interact with The DDD Directory blog here:

<http://www.dddracing.com/blog/>

For an explanation of how RSS feeds work, call Jim Ferraro at The DDD Directory: 888-443-4634 or send email: jimferraro@dddracing.com

It's an incredible tool that allows you to monitor changes on many websites, including news, blogs, articles, and sports, anything you may be interested in!

Most importantly, it's free!

3. Video is by far the largest value in online advertising. Take advantage of it!

Consumers like education and media they can relate to, and this is why video is a great way to gain online exposure.

Videos within The DDD Directory capture large amounts of views, as many are candid and the customer can relate with them. They also display under the exact vehicles they relate to, so there is no customer confusion!

Consumers appreciate DDD because they are assured a truly vehicle specific experience.

We can even make the best of your 30-second TV commercial investment.

Lets face it, TV advertising isn't cheap, and the cost of producing a commercial can be high.

Why limit your video exposure to network or local Television?

Let DDD maximize your investment by playing your video 24 hours a day directly in front of consumers that drive the type of vehicle your commercial is trying to capture. It's inexpensive, traceable (we will give you statistics) and a win-win situation for both the manufacturer and the consumer.

The DDD Directory is massively excited about working with you for 2008 and beyond. While we offer unparalleled online exposure, we are not just an advertising company. We offer many free services to help you do business better!

4. Complimentary Project Administrative Services

Most manufacturers create "project vehicles" to showcase their products, and often co-op with other manufacturers (such as wheel companies, paint or suspension companies) to create a car that has an overall look and feel that best shows off their products and their consumers can identify with.

If you've created several of these project vehicles, you know how time consuming it is, and how expensive the parts, labor and editorial can be.

Let us handle your next project for you, for free!
All DDD clients have total access to our project booster services.

If you'd like to create a project car, our DDD staff will:

1. Help you conceptualize the project and offer suggestions
2. Create a .pdf color presentation describing the scope of the project and naming the potential stakeholders.
3. Make phone calls to shops, partner forums, consumers, other manufacturers or anyone that may be able to help with your project.
4. Offer free online editorial to all parties involved in the project!
5. Handle communication between the vehicle owner, the shop and manufacturers.
6. Consult with you and report progress as the project continues.
7. Save you many hours of internal time and resources by handling your project for you!
8. Save you money by offering free editorial for both you and the shop involved that supplied the labor. Because the editorial is free, many shops are inclined to offer the labor for free!

Thank you again for being a valued customer. We look forward to growing with you and continuing to create a tremendous value for you and your position in the performance aftermarket.

Sincerely,

Jim Ferraro, Chris Saunier, David Caine, Terry Gullett, Adam Jackett, and the rest of your crew here at The DDD Directory

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