



Company Representative: Please use this sample Program Launch Letter as a guide to producing your own special Program Launch Letter or Launch Email to your Employees. PLEASE INSERT YOUR OWN LOGO ABOVE AND YOUR UNIQUE EAC WHERE INDICATED BELOW.

Dear Employees:

We are happy to introduce a new Benefit Program for all employees of (XYZ CORPORATION). As a staff member, you and your family are now eligible to save up to 51% on southern California's best family entertainment.

Fun Express Inc., California's largest provider of corporate discount entertainment programs, will provide the benefit for us. As you can see from the attached EMPLOYEE ORDER FORM, Fun Express carries tickets to Disneyland, Universal Studios Hollywood, Knott's Berry Farm, SeaWorld, and over 40 other southern California Dinner Shows, Movie Theatres, Water Parks and other exciting activities. You can order on-line, via phone, mail, or in person. Many tickets are available as eTickets, and these can be emailed to you the same business day as ordered.

Fun Express internet orders received by 3pm, and phone orders received by 4pm on regular business days are processed and shipped, or emailed, the very same business day. Fun Express is open 8:30am-5pm Mon thru Fri. Fun Express orders are currently not processed on weekends and holidays.

Fun Express charges \$4 per attraction (not per ticket) for processing and regular shipping. This includes physical tickets and/or eTickets. Most physical ticket orders are shipped certified mail with signature required, and Fedex shipping is available for an additional fee. Orders must be shipped to you at work, at your credit card billing address, or to your email for eTicket orders. Third party credit card orders are NOT accepted.

Please check out Fun Express at www.FunEx.com. If you shop by web, you do not need to login to browse the site. **If you decide to make a purchase, use our Employee Activity Code (EAC) to register yourself with our company, and qualify for the great discounts! Our Employee Access Code is: 00-0000. (Insert your EAC here).**

Enjoy!