March 10, 2010

Mr. and Mrs. Matthew Adair

12201 North 21st Street

Jennings, LA 70563

Dear Mr. and Mrs. Adair:

First Lifetime Bank is proud to offer you this opportunity to become a member of the Lifetime Advantage program. Along with your application, you will receive a free Hawaiian Vacation Planning Guide to help you organize a special trip to paradise.

To get your Lifetime Advantage program application, simply send us a self-addressed, stamped envelope. Or you can use the toll-free telephone number, 1-800-555-3445, to call us. When you become a Lifetime Advantage member, you will receive these vacation benefits:

* Reduced airfare
* Discounts of up to 40 percent at golf courses statewide
* Reduced rates on hotels and condominiums
* Discounts of up to 40 percent at over 100 merchants
* Free ATM access and check cashing

Please contact us today. We look forward to adding you to our growing number of satisfied Lifetime Advantage program members.

Sincerely,

Ashley Hartford

Vice President

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