



**Sent via email July 2, 2008:**

Dear Colleague:

I hope this finds you well.

I am writing to you because I have received more than a dozen calls over the past 2 weeks from other Exhibitors expressing confusion over the H&P Expo (Houston Show) that takes place January 24-27, 2009 and the Transworld Expo (Las Vegas Show) that takes place March 6-9, 2009, and to inquire which Show(s) Rubie's will be attending in 2009' and why.

Many of you have already been told by Transworld that Rubie's and its affiliated companies have registered for the 2009' Las Vegas Show, and are taking more booths than ever, this is NOT true.

In March 2008' we attended the Las Vegas Halloween Show and found it to be the most expensive Show Rubie's has ever exhibited at. In addition to this the foot traffic was just not there and the customers that did attend in many cases had already written their Halloween order before attending the March Show, the Show is too LATE. The cost of the labor and drayage was "Out of Control" as it cost us much more in labor and drayage than the booth rental cost, the real cost of the show is too expensive. Rubie's and our customers experienced hotel costs, food and airfares that were double what we were used to paying in prior years. In addition to this there was NO common hotel or gathering place to be able to entertain customers in as the attendees and exhibitors were spread out in hotels all over the strip.

For Rubie's this was a VERY expensive Show that did NOT produce Orders or Goodwill.

A while ago 3 of the largest buying groups in the industry the PFA, PCA and NCA all pledged their support to the Houston Halloween Show and have all coordinated that their own separate meetings that they have done in the past will take place in Houston during the days leading up to the Houston Halloween Show in January. In addition to this Party City's buyers will only be attending the Houston Halloween Show.

For Rubie's the Party Store accounts and the Costume Shops represent a substantial portion of the accounts that we would normally hope to see and work with at a Halloween Trade Show.

Rubie's is going where the customers are going.

In today's Economy Rubie's, its affiliated companies and our customers must all make our Trade Show dollars be as meaningful as possible.

It is with the above in mind that Rubie's and its affiliated companies; Forum Novelties, Charades and Secret Wishes have decided Not to attend the Transworld Show in Las Vegas in March 2009.

Rubie's and its affiliated companies will instead be going where the customers are going and will make the Halloween Show in Houston its major Show of the year. We will be renting more booths in Houston than we have ever before at any Trade Show. Houston will also see the return of the Rubie's Halloween Bash (Party), which we will heavily promote to make sure all of Rubie's customers come to Houston to attend.

I hope you find the above information helpful.

Obviously each and every one of us must do what we truly feel is best for our business and our customers.

I wish you all Great Success this Halloween Season and in the future.

Respectfully,

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