

Dear [Fullname1,fallback=Buyer]

We are happy to inform you the 2014 edition of the KASPAROV chess range is now ready! This is the first major update in several years, and we are very excited about the new products. We are exploring new retail and distribution partners in select countries, so are reaching out to you now to examine opportunities.

During his 20 year domination of the chess world and battles with IBM's Deep Blue, Garry Kasparov became the only true household name in Chess, recognized by both chess players and those outside the chess world. His name is synonymous with excellence and forward thinking. These same values have been applied throughout the product series, incorporating advanced chess piece designs and production techniques, packaging styles, and value added features.

The Kasparov range breathes new life back into the chess products, for which consumer sets have been static for years. Chess remains the world's most popular game with 70% of the world's adult population having played at some point in their lives and 605 million regular players around the world – the Kasparov product range appeals deeper into all of these demographics by turning a common chess set into a compelling gift.



There are four types of chess products available; from budget friendly to premium sets for collectors. Each set includes a colorful 32-page guide to chess featuring comments from Kasparov. The piece design themselves also mark a revolution for chess products, challenging the traditional Staunton design to make the piece sizes proportional to their playing value, something Kasparov has longed called for to help beginners learn the game.

Please see our presentation to learn more about this exciting product and opportunity here: <http://www.merchantambassador.com/Kasparov2014.pdf>

Merchant Ambassador (MA) is a leading producer of board games, casino games, poker, table top games, sports games, and puzzles. We design & produce exciting, high-value products with broad appeal, great prices, and which are safe & reliable to use. Read a

short profile about us, as well as access our catalogues for a quick browse here:
www.merchantambassador.com

There are opportunities to become our exclusive partner in certain countries, so if you are interested the time to act is now. We can arrange samples and provide pricing information upon your request. Should you have questions you can contact us any time.

We look forward to your feedback.

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