



Welcome to
Florida



CUSHMAN FRUIT COMPANY

Limited Edition Fruits

Since 1945

John, Michael & Allen Cushman



Picking Fruit into Field Bins



Hand Clipping HoneyBells



Cushmans Packing House

Fulfillment of all orders
including gift baskets



Grading Fruit

All fruit is hand
graded assuring
premium fruit only
goes into our gift
packages.

Fruit with
imperfections gets
sent to the cannery
for juice.



Hand Packing Gifts



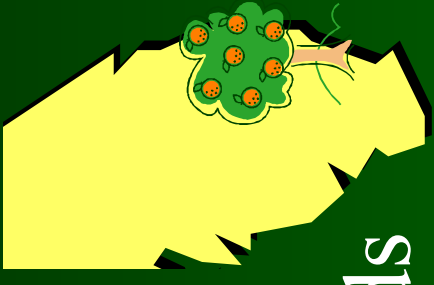
Alternative Media for Prospecting

- Full Page Newspaper Ads
- Newspaper Inserts
- Package Insert Program
- Web Advertising
- QVC Helps Builds our Brand

What we're no longer using

- Billing statement stuffers
- Partnership programs
- Banner advertisements
- Outbound email lists

Our Local Market Gets It



One Quarter, Half and Full Page Ads
November – February in the Palm
Beach Post

2/3 of the space is devoted to a shipping
offer with the balance featuring
Cushman's 2 retail stores

*Celebrating
Our 59th
Season!*

Cushman's

Limited Edition Fruit® ... Since 1945

Florida's Finest Fruit at a Special Low Price!

**Come Visit
Our Stores!**

*We're now filled with delicious
citrus, fresh juice and great
gifts for the Holidays!*

**EVERYDAY TAKE
HOME PRICE!**

1/4 Bushel Bag

\$4.99

Navels or Ruby
Red Grapefruit



HOLIDAY GIFT BASKETS

Both Ready-Made or Custom
with the items of your choice.

GIFTS GALORE

- Delectable Goodies
- Decorative Home Accents
- Dressings & Sauces
- Kitchen Gifts

\$1 Use This Coupon For \$1

\$1.00 OFF

HoneyBell & Key Lime Cookies

7oz. Tin

Valid thru 12/15/04.

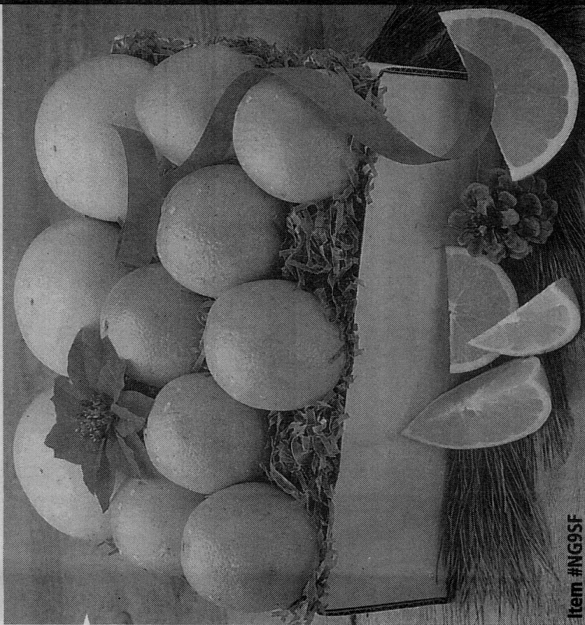
\$1

**ONLY
\$23.99**

**PLUS FREE
SHIPPING**
A
\$7.95
VALUE

Friends and family members will love you for sending this festive holiday box filled with over 8 lbs. of Florida's best sweet, seedless Navel Oranges and plump Crown Ruby Red™ Grapefruit.

Shhhh! You're the only one who has to know what a great deal it was!
For Guaranteed Christmas Delivery, order by December 12th to the contiguous 48 State & Canada.



Item #NG9SF



Offer Code PBPDP2

965-3535

TO ORDER CALL TOLL FREE
1-800-776-7575

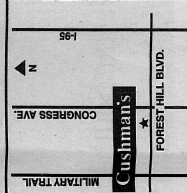
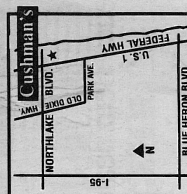


Please Visit Us
At:
www.honeybell.com

Regular Fruit Price only \$21.99
Hurricane Surcharge \$2.00
Shipping (reg. Value \$7.95) FREE
A \$31.94 Value for only \$23.99!

NORTH PALM STORE
U.S. 1, One Block South
of Northlake Boulevard, (Eastside)
848-6686
Mon.-Sat. 9am-5:30pm

WEST PALM STORE
Forest Hill Boulevard - 1/4 Mile
West Of Congress Avenue
965-3535
Mon.-Sat. 9am-6pm • Sun. 10-5



Local Newspaper Ads Produce...

- 51% phone, 47% store, balance mail and internet
- 41% are new customers
- Builds brand in the community
- Gauge new products

Floridians Get It



Study Your Demographics

- 30% of our customers live in Florida at some time during the year

WHERE SHOULD YOU FOCUS YOUR PROSPECTING OPPORTUNITIES?

Florida Holiday Ad Campaign

FREE Shipping
FREE Bonus Gifts

Clearly Show
Discount

Last Chance, Call to
Order with Deadlines

Choice of Method to
Order By

First, Last & Only Chance!

SEND GIFTS OF

Florida's Finest Fruit

AT THIS ONE-TIME
INTRODUCTORY PRICE!

\$10⁵⁴ OFF Regular Price!

\$24.99
ONLY

Mention
special offer
code XXXXXX

PLUS FREE
Shipping!

PLUS FREE
HoneyBell
Marmalade

PLUS FREE
Grapefruit
Spoons



Last chance...
to order Florida's finest fruit
at this special low price!

Friends and family members will love you for sending this festive holiday box filled with our delicious Florida's Finest Fruit. Includes 4 HoneyBell Marmalade, Creamy Ruby Red® 5-ounce grapefruit plus a 5-oz. jar of fabulous HoneyBell Marmalade and 4 stainless grapefruit spoons. *Shhh!* You're the only one who has to know what a great deal it was!

Regular fruit price \$24.99
5-oz. jar of Marmalade (reg. value \$1.59) FREE
Grapefruit Spoons (reg. value \$3.00) FREE
Shipping (reg. value \$3.95) FREE
Price with savings ONLY \$24.99

Available for delivery Thanksgiving
(order before 11/11) and Christmas (order
before 12/12) to the 48 states and Canada.
YOUR SATISFACTION IS 100% GUARANTEED.

To order by phone, call
1-800-776-7575
Order by fax at 1-800-776-4329

or visit us at

www.HoneyBell.com/flo



Limited Edition Fruit... Since 1945

Order By Mail:

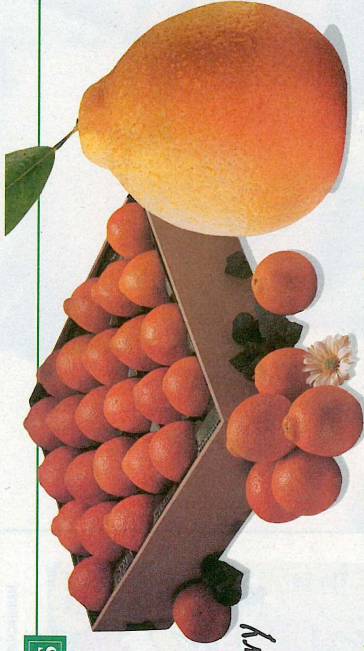
Cushman's Navels and Grapefruit — Introductory Offer
3325 Forest Hill Blvd., West Palm Beach, FL 33406
XXXXXXX

Please send my order with a separate bill when shipping different items.
Name _____ Title _____ Zip _____
Address _____ City _____ State _____
Deliver by: Thanksgiving Christmas Hand-delic Other _____
 Charge my Visa MasterCard Discover AmEx Send me my FREE catalog.
Call # _____ Fax # _____
Ship Date _____

FREE STANDING INSERTS

Cushman's
Limited Edition Fruit® Since 1945

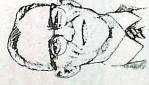
*Special
Introductory
Offer!*



FIOC24

“What the devil is this?”

Then Ed bit into one and the plot thickened....



It's 1945. The war is over. Ed Cushman opens a small store and gift fruit packing plant in West Palm Beach, Florida. He picks and ships oranges and grapefruit for visitors who come by.

One particular night was never to be forgotten. The Cushman family was waiting for a truckload of grapefruit. When it finally arrived, there on the back of the truck — in addition to the grapefruit — were about 20 bushels of the strangest looking, fiery-orange, bell-shaped oranges anyone had ever seen.

Ed took one look and said, “What the devil is this?” When everyone had peeled and tried one, the consensus was that these were the sweetest oranges in the world. “Sweet as honey,” someone said. And Cushman HoneyBells® () were born.

Actually, () are not oranges at all. They're an extraordinary hybrid of a Dancy Tangerine and a Duncan Grapefruit, both seeded fruit. But mysteriously, () usually are seedless. The plot thickens.

Despite the fact that () are grafted to a *sour orange* root stock, () are naturally sweeter than any orange grown. To add to the intrigue, () have a rare bell shape like the picture above.

Incredibly juicy. Unbelievably sweet.

Here's the clincher.

() are available once — *and only once* — for a few short weeks in January. We sell and ship every one we pick! This is your first, only and last call for Cushman's 2005 crop of legendary (). They'll be hand-picked, packed and shipped in just a few weeks. After that, there are no more. Anywhere. At any price. So, you must order now. Or wait until 2006.

Indulge yourself with this healthy, post-holiday treat.

Let us send you a box of two dozen 2005 Cushman HoneyBells® — the world's only limited edition fruit®. Each one is guaranteed to delight you, your friends, neighbors and anyone else lucky enough to be around when you open your box!

Surprise someone you care for with a unique gift.

If you send () as a gift, we'll send a gift card for you. Your card announces your gift to come, and your () arrive gift boxed in January after all other gifts are forgotten!

Every shipment receives...

24 Honeybells (approx. 10 lbs.) with gift card, free Honeybell bibs (juice protection), the Honeybell story (a rib tickler) and directions on Honeybell feasting (an art). Honeybells...the gift full of joy, health, happiness and Florida sunshine, only \$19.99 (plus \$6.95 shipping). Remember, you must order now to reserve your Honeybells...or wait until 2006!



Order By Phone



Call
toll-free
1-800-822-5836
Mention Special Offer Code

FIOC24

Order By Fax



Fax toll-free
1-800-776-4329

Visit Our Web Site



www.honeybell.com/fruit

SALE
**100%
GUARANTEED**



Order By Mail:

Cushman HoneyBells® — “The World’s Only Limited Edition Fruit”® •
3325 Forest Hill Blvd. • West Palm Beach, FL 33406

Please send 24 HoneyBells, Product #HUSA (only \$19.99 plus \$6.95 shipping each box) to: **(Provide billing information if different.)**

Name _____
Address _____
City _____

State _____

Zip _____

(Please provide additional gift recipients on separate page.)

Check enclosed (payable to Cushman's)

Charge my  

X Signature

Card # _____

Exp. Date _____

Email _____

Phone () _____

FIOC24

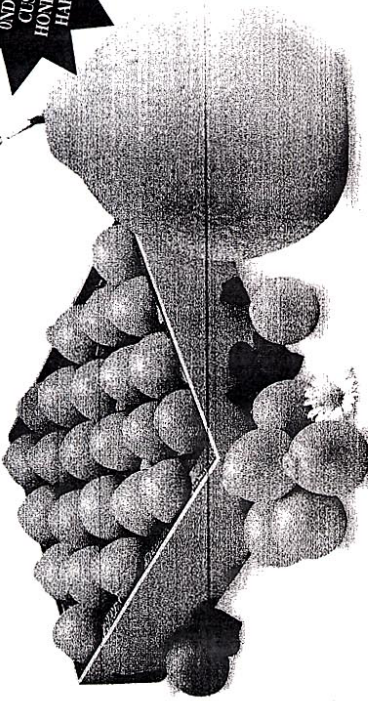
What The Devil is This?

National Ad Campaign



Cushman's
Limited Edition Fruit... Since 1945

**XXXV's
AND ANNUAL
CUSHMAN
HONEYBELL
HARVEST**



“What the devil is this?” Then Ed bit into one and the plot thickened...



It's 1945. The war is over. Ed Cushman opens a small store and gift fruit packing plant in West Palm Beach, Florida. He picks and ships oranges and grapefruit for visitors who come by. One particular night was never to be forgotten. The Cushman family was waiting for a truckload of grapefruit. When it finally arrived, there on the back

of the truck — in addition to the grapefruit — were about 20 bushels of the strangest looking, fiery-orange, bell-shaped oranges anyone had ever seen.

Ed took one look and said, “What the devil is this?” When everyone had peeled and tried one, the consensus was that these were the sweetest oranges in the world. “Sweet as honey,” someone said. And Cushman Honeybells® (🍊) were born.

Actually, 🍊 are not oranges at all. They're an extraordinary hybrid of a Dancy Tangene and a Duncan Grapefruit, both seeded fruit. But mysteriously, 🍊 usually are seedless. The plot thickens.

Despite the fact that 🍊 are grafted to a *sour orange* root stock, 🍊 are naturally sweeter than any orange grown. To add to the intrigue, 🍊 have a rare bell shape like the picture above. And when the tree reaches maturity, it looks just like a grapefruit tree...but with fiery-orange, bell-shaped oranges growing on it. Incredibly juicy. Unbelievably sweet.

Here's the clincher.

🍊 are available once — *and only once* — each year, for a few short weeks in January. We sell and ship every one we pick!

This is your first, only and last call for Cushman's 2001 crop of legendary 🍊. They'll be hand-picked, packed and shipped to lucky recipients in just a few days. After that, there are no more. Anywhere. At any price. So, you must order now. Or wait until 2002.

Indulge yourself with this healthy, post-holiday treat.

Let us send you a box of two dozen Cushman Honeybells® — the world's only limited edition fruit! 🍊 Each one is guaranteed to delight you, your friends, neighbors and anyone else lucky enough to be around when you open your box!

Surprise someone you care for with a very unique gift.

There is nothing more memorable than receiving a box of juicy, sweet 🍊. Your friends and family will enjoy this unique and healthful gift of our exclusive Florida 🍊.

Every shipment receives...

- 24 Honeybells (approx. 10 lbs.), a free Honeybell bib (face protection, a lightweight HONEYBELL SWEET HEATED Honeybell sony (a rib tickler) and directions on full-flavored Honeybell feasting (an art).



the fruit that's full of joy, health, happiness and Florida sunshine, only \$19.99 (plus \$5.95 shipping). Remember, you must order now to reserve your Honeybells...or wait until 2002!

Order By Phone
Be sure to mention Special Offer Code XXXV005
Call toll-free 1-800-776-7575

Order By Fax
Be sure to mention Special Offer Code XXXV005
Call toll-free 1-800-776-4329
or visit our Website www.honeybell.com

Order By Mail: Cushman's 3352 Forest Hill Blvd., West Palm Beach, FL 33406
Name _____
Address _____
City _____ State _____ Zip _____
Daytime Phone _____
E-mail _____
☐ I'd like to be added to our e-mail list.
☐ I'd like to be added to our mailing list.
☐ I'd like to be added to our newsletter.
Special Offer Code XXXV005

Ad Tracking

 <p>Order By Phone</p> <p><i>Be sure to mention Special Offer Code SNJANIE</i></p> <p>Call toll-free 1-800-822-5836</p>	 <p>Order By Fax</p> <p><i>Be sure to include Special Offer Code SNJANIE</i></p> <p>Fax toll-free 1-800-776-4329</p> <p>or visit our Web site: www.honeybell.com/bells</p>	<p>Cushman's 3325 Forest Hill Blvd., West Palm Beach, FL 33406</p> <p>Billing information (if different from shipping information):</p> <p>Your Name _____ Address _____ City _____ State _____ Zip _____ Phone _____</p> <p>(Please provide additional gift receipts on separate page.)</p> <p><input type="checkbox"/> Check enclosed (payable to Cushman's) <input type="checkbox"/> Charge my   <input type="checkbox"/>  Card # _____ Exp. Date _____ X Signature _____</p> <p>SPECIAL OFFER CODE: SNJANIE</p>
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Ads feature tracking key codes

Web site has tracking url to a similar landing page

Section of Newspaper Definitely Makes A Difference in Results



Ad Offers Free HoneyBell Bibs

- Here's Ralph wearing his FREE BIB and using the other FREE BIB as a placemat



Free HoneyBell Booklet

- Fun & Informative
- Invites Customers to send photos
- Bib Contest



Magical Price Points

After the second
hurricane last
September we
raised our price
from \$19.99 to
\$21.99



Response Rates Fell

Value

A 24 Count
Box is our
control.

An 18 Count
Box didn't
test as well

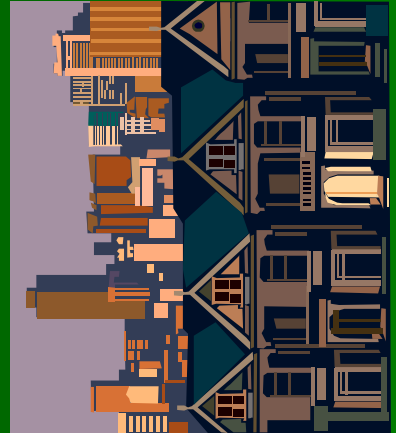


What the Devil is This Prospecting Ad

- Strong Headline
- Great Friendly Story
- Attractive Price Point
- Free Bibs/Booklet-fun to receive
- Section of Newspaper Makes a Difference
- Sundays are to competitive

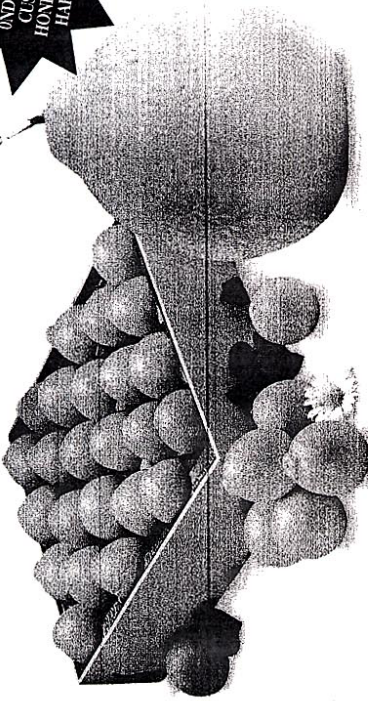
Market Selection

Know Thy Customer



Cushman's
Limited Edition Fruit... Since 1945

**XXXVY'S
AND ANNUAL
CUSHMAN
HONEYBELL
HARVEST!**



“What the devil is this?”



Then Ed bit into one and the plot thickened....

It's 1945. The war is over. Ed Cushman opens a small store and gift fruit packing plant in West Palm Beach, Florida. He picks and ships oranges and grapefruit for visitors who come by. One particular night was never to be forgotten. The Cushman family was waiting for a truckload of grapefruit. When it finally arrived, there on the back of the truck — in addition to the grapefruit — were about 20 bushels of the strangest looking, fiery-orange, bell-shaped oranges anyone had ever seen.

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Here's the clincher.

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Indulge yourself with this healthy, post-holiday treat.

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Every shipment receives...

- 24 Honeybells (approx. 10 lbs.), a fire Honeybell bb (face protection, a light-beated Honeybell sorry (a rib tickler) and directions

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Order By Phone Be sure to mention Special Offer Code XXXXXX Call toll-free 1-800-776-7575		Order By Fax Be sure to mention Special Offer Code XXXXXX Call toll-free 1-800-776-4329 or visit our Website: www.honeybell.com	
Order By Mail: Cushman's 3332 Forest Hill Blvd., West Palm Beach, FL 33406 Please print your name clearly. Free shipping on our mail order. Name _____ Address _____ City _____ State _____ Zip _____ Daytime Phone _____ E-mail _____ I'd like to check out with a gift certificate. <input type="checkbox"/> Charge my <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> SPECIAL OFFER CODE: XXXXXX			

Program Evaluation

We grow the national prospecting program by setting the criteria we are willing to pay for a customer and evaluate the program in its entirety.

NEWSPAPER NAME

Key Code: ORJAN1B

Living Section January 8th

Circulation 252,057

R/R% 0.060

Orders 151

Sales \$5,782

AOS \$38.29

Cost \$2,949

Fulfillment/CGS \$3,354

Contribution (\$521)

Cont Per Buyer (\$3.45)

Example of Life Time Value

YEAR 1

Orders from customers 45

R/R% 29.8%

Sales \$3,801

AOS \$87.47

Fulfillment/CGS \$2,205

Adv Cost \$764

Profit Cont \$833

Overall cont \$312

One Year cont per buyer \$2.07

Life Time Value

- We analyze paper by paper for a 12 month return
- The average order close to doubles with the second purchase- now they are a buyer and not a tryer
- Approximately 28-30% reorder

Cushman's is the Agency

- Inhouse marketing and selection of publications
- We act as our own agency

New Customer Bouncebacks

- \$5 Gift Coupon, Letter and Holiday Catalog Mailed Immediately after order is received.
- An Order Acknowledgment Letter is also mailed first class

Package Insert Promotion



**Satisfaction
100%
Guaranteed**

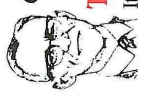
Your complete satisfaction is always guaranteed...in every way no matter what. We will replace your gift or refund your money if you're not delighted.



CUSHMAN'S
JOY

Limited Edition Fruit... Since 1945
Cushman's

“What the devil is this?”



Then Ed bit into one

It's 1945. The war is over. Ed is in West Palm Beach, Florida. He picks a One particular night was never to be forg grapefruit. When it finally arrived, there on about 20 bushels of the strangest looking

Ed took one look and said, “

When everyone had peeled and tried one, the world. “Sweet as honey,” someone said. And Actually, ● are not oranges at all. They're an Grapefruit, both seeded fruit. But mysteriously, fact that ● are grafted to a sour orange root s To add to the intrigue, ● have a rare bell sha **Incredibly juicy. Unbelievably su**

Here's the Clincher...

● are available once- and only once- for a few We sell and ship every one we pick!

This is your first, only and last call for Cushman' of legendary ●. They'll be hand-picked, packed a few weeks. After that, there are no more. Anywh So, you must order now. Or wait all the way until 2!

Call Toll-Free **1-800-776-7745**

Cushman's
Limited Edition Fruit... Since 1945

Fax 1-800-776-4329
www.honeybell.com/greatgift

**Then Ed bit into one
and the plot thickened...**

**Special
Introductory
Savings**



**Every HoneyBell
Gift Includes
FREE Extras!**



Two HoneyBell Bibs -
for full juice protection.

Holiday Gift Card -
We'll send a gift card announcing
your upcoming gift of HoneyBells
will arrive in early January.

HoneyBell Story -
A fun-filled story with directions
for HoneyBell feasting (an art).

**Enjoy yourself with this
post-holiday treat.**

Each one is guaranteed
limited edition fruit*. Each one is guaranteed
your friends, neighbors and anyone else lucky
around when you open your box!

Factory Special Offer!
Reg. \$24.99

W ONLY \$19.99

plus Shipping & Handling each box

**YOU
SAVE
\$5.00**



Package Insert Results

Lowered Response Rates

Similar Average Order to ads

Test, test, test... Selection is critical

Expanding to include holiday offers next season to test if offer can be to limiting

QVC

Brand Building, not our customer
Huge Exposure
HoneyBell... not Holiday
Audience is ready with their credit card
More self buy than gift giving

Internet Prospecting Programs

- Search Engine Optimization
- Google Ad Words
- Ebay Store
- Amazon Merchant

Relationship You Create with Your New Customer is the Most Important Factor



CUSHMAN
Since 1945
HoneyBells
Fruit

What's all the excitement about!?!

Just ask Chelsey Riffel ...
You're going to create some excitement too and great big smiles on lots of happy faces when you send gifts of Cushman HoneyBells®. And how do I know?

Every January when HoneyBell gifts start arriving, I receive all sorts of delightful evidence that people everywhere love HoneyBells. First off I get pictures like Chelsey's that inspired a catalog cover and other fun-filled shots of wonderful folks you'll find scattered throughout these pages. And I get poems and stories, songs and sonnets. I've gotten HoneyBell videos, macramé, collages and Christmas ornaments. A family in Connecticut wrote me that they named their new kitten "HoneyBell." Adorable kids draw me pictures and write me wonderful letters. Why?

'Cause everyone loves Cushman HoneyBells®! And isn't that what matters most?

I promise, when you give gifts of Cushman HoneyBells®, you'll get letters and phone calls, raves and thanks like you've never gotten before. And the reason for it is simple: Receiving Cushman HoneyBells® is a uniquely delicious, delightful and fun-filled experience that every member of every family enjoys. Bite after juicy, sweet bite. The world's only *limited edition fruit*®.

A friendly warning: It's often easier to begin sending HoneyBells than it is to stop. They're so good, so universally enjoyed and loved, you'll want to share them with everyone on your holiday gift list.

For amateur botanists and perceptive gift givers ...

Actually, HoneyBells are not oranges at all. They're a unique natural hybrid of Dancy Tangerine and Duncan Grapefruit, which are both seeded fruit. But ... HoneyBells usually have no seeds. Cushman HoneyBells® are perfect eating once each year: in January. They will not be hurried to maturity and we will not ship Cushman HoneyBells® to anyone unless the fruit is perfect.



Chelsey Riffel of Belle Plaine, KS is one excited little girl. She's got her bib, she's got her HoneyBells, life is good. What more could a little girl want?

Every HoneyBell Gift You Send Includes 3 Free Extras!

- 1) A delightful card with your name inscribed that arrives in December, announcing the special gift you've arranged for delivery in January.
- 2) A matched pair of Cushman HoneyBell bibs (does not include adorable twins).
- 3) A lighthearted booklet about HoneyBells and how to enjoy them.



Twins Leanne and Michelle Brown of Shamong, NJ are chillin' in style in their matching HoneyBell bibs.

“I thought the bibs were a joke but they are a necessity! The HoneyBells are wonderful and so juicy!”
James & Mary Costigan
Garden City, NY

“HoneyBells made me the most popular person at work. People sought me out!”
Mathew Getzeis
Kansas City, MO

“We have been getting HoneyBells for over 10 years and have consistently loved them. It's wonderful to receive a box of sunshine in the middle of winter!”
Michael E. Gee
Aburn, IN



First Impressions Last



Make Yours a WOW!

Eileen Schlagenhaft
Cushman's
3325 Forest Hill Blvd.
West Palm Beach, FL 33406

eileens@honeybell.com

www.honeybell.com