

From: REMO General Store <allofus@remogeneralstore.com>  
 Subject: **REMO: SOS SALE | Please Take Advantage**  
 Date: May 27, 2008 2:09:09 PM GMT+10:00  
 To: lynchiang@yahoo.com

View this email on our website [HERE](#).

TO: **Lynette Chiang** | Australia  
 CustOMER Since 2008

GLOBAL COMMUNITY GENERAL STORE®  QUALITY & PASSION ✦ SPECIAL THINGS

Quality T Shirts | Design'O'Matic | Special Things | REM'O'Matic | Your Profile | About REMO

CustOMERs	
Total	33,091
Last Week	+175
Countries	125

**SOS SALE | Please Take Advantage**  
 27 May 2008

Dear CustOMER,

This is an **SOS to ALL CustOMERs** ... and a very important email.

We haven't had to put in a CALL TO ACTION like this for over 3 years (the last time was in April 2005); but the fact of the matter is ... we're experiencing a bit of a mid-year cash crunch, and we need your **HELP** (again) in order keep the REMO machine moving forward ... surviving & thriving. The founder explains why in Q&A format below; but, in summary, what we're asking you to do is this: put in a **BIG** order (preferably a **VERY BIG** order) as soon as you can, even if you feel that you might be stockpiling merchandise and gifts for use later in the year; and include as many **T Shirts** as possible in that order (we're well stocked). We'll do our bit by reducing the price of ALL T Shirts (including Design'O'Matic T Shirts) by a full **25%** and a whole range of other items by between **10%** and **50%**. You see, we're not suggesting that REMO is a charitable cause, and we actually want you to **take advantage** of our situation!

REMO T Shirts at 25% OFF [HERE](#). Other SOS SALE items at up to 50% OFF [HERE](#).

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**SOS SALE: 25% OFF All REMO T Shirts**



**SOS: 25% Off All T Shirts**



**REMO Utility Dress = NEW**



**25% Discount Also Applies to DOM!**



**30% OFF REMO Greeting Cards**



**20% OFF Sticky Note Pads**



50% OFF Lucky Dip T Shirts. Now less than \$9 Each!



10% OFF Stripecy Beach Shades



20% OFF Lantern Box Photo Albums



20% OFF Einstein Action Figures



20% OFF REMO Deck Coats



15% OFF REMO Swimming Caps



20% OFF Fringed Beach Towels



50% OFF Tempus Fugit



... and, although it makes them very inexpensive for all of the work involved, we have decided to include all Customer Designs (current and future) in the 25% OFF deal. So, there will **never** be a better time to dust off that unique idea and get it onto a REMO T Shirt!



### SOS SALE: Up to 50% OFF Selected Special Things

We have reduced everything in this grid (and more) by between 10% and 50%. The level of each discount is visible when browsing, and of course on the item pages themselves. Happy hunting!



WallPlanners



10% OFF Northern Light Candles



10% OFF Valobra Soaps



15% OFF Stanley Flasks



50% OFF REMO Jams & Marmalades



25% OFF REMO Weekly Planners



20% OFF Good Morning Towels



15% OFF REMO Eternity Prints

# SHARP REDUCTIONS

## REMO Utility Dress = **NEW**

Not everything is on sale ... especially not this brand new REMO Utility Dress!

Wear it anywhere: over swimmers in summer, or over a skivvy in winter. Versatile. Made for us here in Australia from highest quality 100% cotton drill. One Size Fits All! Stone or Navy. Check out the newly published REMOVISION episode on the item page [HERE](#).



## **BONUS** Design: **FREE** with SOS Orders Over A\$180

As mentioned, we're hoping that most of you feel that you're in a position to be able to order up BIG. Back in 2005 when we last turned to CUSTOMERs for help with our cash flow, some of you obliged with very large orders indeed. THAT FELT GREAT. Of course, we completely understand it when people aren't in a position to be able to come to the party. However, for those of you who manage to break the \$180 mark, we would like to gift you a bonus commemorative SOS May 2008 T Shirt ... another piece of REMOrabilia for the collection.



**Bonus!**



10% OFF Byobags



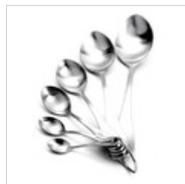
20% OFF bodmop Sweat Scarves



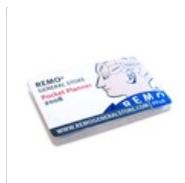
20% OFF REMO Beach Bags



10% OFF Measuring Spoons



50% OFF Pocket Planners



Featured CustOMER



**Lisa Kamm**

Brooklyn, United States  
CustOMER Since 1989  
VSC | ★★★★★

WOW! I lived in Sydney  
1989-1990, and REMO

## Commemorative SOS Design Not For Sale but rather **FREE** with all orders over **A\$180**

Design On Front



**NB: Style & Size Pulldowns  
appear on the Shopping  
Cart Page Once the Net  
Merchandise Value for  
any order exceeds A\$180**

### Founder Q&A: Venture Recap

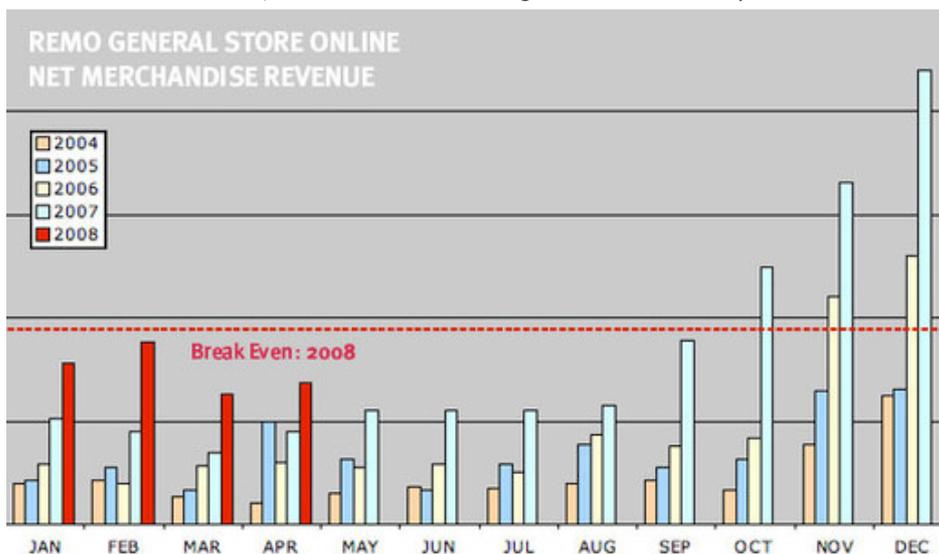
**Sydney, AUSTRALIA  
Sunday 25 May 2008**

**Q: So, what's happening on the business front?**

**A:** We're low on cash ... and we need some in fairly short order. We're not due to receive any more investment money until July, and an extended bank overdraft (how most retailers would generally trade through the quieter part of the year) is not an option for REMO until it's strongly profitable.

**Q: When will REMO be profitable?**

**A:** Soon. We're still growing into our business model. There's a minimum cost of doing business and a level of expense below which we can't deliver the sort of CustOMER experience that we're committed to deliver. Our backers understand this. In any event, see the chart. Last year our sales grew by 85% ... but our expenses for the year only increased by 29%. It's not hard to see that we're on the right track. The trend line is strongly positive. We're projecting 60% to 70% growth for 2008 (year to date, it's tracking at 65%). That would actually deliver us a small maiden profit for the calendar year. Of course, most of the action happens in October, November & December, and we need to manage our cash carefully until then.



**Q: What would you like to say in summary?**

**A:** Growing this business without access to significant capital continues to challenge all involved ... BUT we're heading to a happier place. We firmly believe that.

**Q: Any last words?**

**A:** Please consider taking full advantage of this genuine **SOS SALE**. Order up **BIG**. Include a bunch of T Shirts. It would help us a lot.

In conclusion, thank you for your understanding re this latest call to action. We'd actually rather NOT bother you, but sometimes there aren't really any other options. We don't take the decision to be candid lightly. Nor do we take your response for granted. Finally, we're aware that not every CustOMER wants to know about this side of things ... but many of you do.

Cheers,

**All of Us at REMO**  
[www.REMOGeneralStore.com](http://www.REMOGeneralStore.com)

**P.S:** Want to comment on this email? Feel free to do so [HERE](#).

*was my favorite store.  
When I visited in 2001 I  
first went to the old  
location, then found the  
Double Bay address, and  
looked all over for you -  
I was terribly sad when I  
couldn't find you! Tonight  
I stumbled on the site -  
and can't tell you how  
happy it makes me! Like  
finding an old friend...  
Thanks!*

Know someone else who  
belongs here with **us**?  
Earn **REMO Points** when  
you ...

**Sponsor**

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**Dear Lynette ... you can turn these emails OFF at any time by going [HERE](#). Cheers!**