



DONALD J. HALL
CHAIRMAN OF THE BOARD

August 20, 1998

Dear Collector:

Welcome to Kansas City! We are thrilled to have you in our hometown to celebrate the 25th anniversary of Hallmark Keepsake Ornaments.

When Hallmark introduced its first Keepsake Ornament in 1973, we had no idea that these products would ignite a passion for collecting that would span more than 25 years. Nor did we imagine that this passion would be so contagious! The wide-spread popularity of Hallmark Keepsake Ornaments and the growth of our collector's club truly has been phenomenal.

And frankly, we owe much of this success to you.

Hallmark Keepsake Ornaments would not be celebrating 25 years of success without your undying dedication to collecting and the enthusiasm that you seem to spark in others.

Please accept this gift bag filled with Hallmark products as a way of saying "welcome" to Kansas City and "thank you" for your passion and support through the years.

Whether you are a relatively new collector or have been collecting ornaments for a quarter of a century, I'm sure you will find this 25th Anniversary Celebration to be a memorable experience.

On behalf of my family and the many Hallmarkers involved in the creation of Hallmark Keepsake Ornaments, I wish you a most pleasant stay in our hometown. Thanks again, and enjoy the Celebration!

Sincerely,