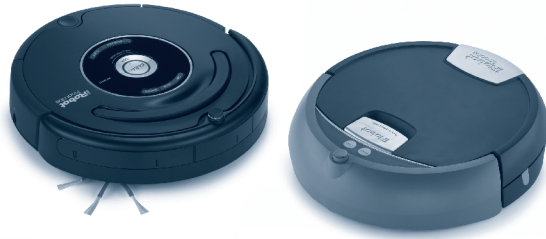




123 Any Street
Anytown, US 01234
www.irobot.com



iRobot Roomba® Vacuum Cleaning Robot and Scooba® Floor Washing Robot don't just clean your floors.

They clean them for you.

Take Advantage of Free Shipping

Dear Household CEO,

We've all been there—bent over a vacuum cleaner or a mop and bucket trying to keep our floors clean. It's tedious, backbreaking work. And no sooner have we finished than the cycle starts again.

At iRobot, we can't promise that the cycle of dirt, grime, dust and pet hair will ever go away. But we can promise that Roomba and Scooba will make it easier to manage—by doing the dirty work for you—all with the push of a button.

Prepare to be floored.

These revolutionary floor-cleaning products are designed to help you keep your floors clean—automatically. One vacuums your floors and carpets; the other washes your sealed hardwood, tile and linoleum floors.

Smart, efficient cleaning tactics are built right in, so these cleaning helpers will do exactly what they're supposed to do every time. Just push "Clean" and they go to work so you can do something else!

Roomba thoroughly vacuums the whole floor, navigating around obstacles, under furniture and into other hard-to-reach places that you may not otherwise get to every time. Scooba uses a 4-stage cleaning process that preps floors by picking up loose dirt and debris, then washes, scrubs and squeegees your floors clean. It even picks up stubborn, stuck-on messes. And, unlike the traditional mop and bucket method, Scooba picks up the grime, never putting dirty water back on the floor.

Run Roomba and Scooba when you're on the run.

There's no need to stick around while Roomba and Scooba are working. As *CNN Money* writes, "The new Roomba cleaners...know when they've finished cleaning one room, and then move on to the next." Both are programmed to avoid stairs and other off-limit areas. And Roomba's improved anti-tangle technology keeps it from getting caught on carpet fringe and tassels.

(continued)

As it vacuums, Roomba automatically adjusts between hard floors and carpets. Its unique sidebrush cleans deep into edges and corners. Roomba even detects dirtier areas and cleans more thoroughly in those spots. With the On-board Scheduling feature, you can schedule Roomba to clean whenever you want, so you can maintain cleaner floors whether you're at home or on the go.

Scooba automatically washes and scrubs beneath tables and chairs while avoiding area rugs and carpets. You'll be amazed at how thoroughly and beautifully it cleans. *PC Magazine* declares, "[Scooba] does a better job of mopping the floor than you would do with...bucket and floor mop."

Try Roomba or Scooba on your floors for 30 days.

The best way to see how well they'll help you clean is to put them to work on your floors. Try them for 30 days and put them to the test. Order now and get **free shipping*** for a limited time. If you're not completely satisfied, simply return the product for a full refund.

There are three easy ways to order: Call us toll-free at **1-800-207-4725**. Visit us online at [[www.URL.com](#)]. Or complete and mail the enclosed order form.

Sincerely,

NAME

TITLE

P.S. There's more information about how Roomba and Scooba get the job done for you in the enclosed brochure—including available models, accessories, and more. Take a look. Then take advantage of **free shipping** by contacting us today at **1-800-207-4725** or by mail.