



March 23, 1995

Susan Respass  
Homes Editor  
Florida Times-Union  
1 Riverside Avenue  
Jacksonville, FL 32202

Dear Susan:

Enclosed is a sample of a new product that is sure to revolutionize the way America cleans showers, and you have the opportunity to be among the first to try it. You'll **never scrub your shower again** by using *Clean Shower*, the world's only shower rinsing agent. What's more, your shower will always be clean when you use *Clean Shower*.

This exciting new product was invented by a local businessman and entrepreneur, Bob Black, and is manufactured right here in Jacksonville.

The traditional cycle of letting the shower get dirty and then cleaning it is an inefficient, time-consuming, and back-breaking method. Americans have been doing this for years without really thinking about it. But consider this: Why not use a product that cleans your shower without scrubbing and always keeps it clean?

*Clean Shower* works with a simple daily application, eliminating all need for scrubbing. Simply spray *Clean Shower* on the walls and tub after each use. There is no need to wipe, scrub or clean the shower. The rinsing agents in *Clean Shower* stop the growth of mold and mildew on contact and prevent them from building up.

For *Clean Shower* to work, it must be used every day. It may take two weeks for all deposits to disappear, but after that, your **shower will always be clean**. Take the enclosed sample home and use it -- we are sure you'll be satisfied. Everyone who's tried it loves it. (We even fought over samples here in the office before *Clean Shower* was available in stores). Once you use it, you'll want to let your audience know about it.

**This remarkable new product is now available in Jacksonville at all 8 Till Late locations.** More information about *Clean Shower* is enclosed. If you have any questions or would like more information regarding this remarkable new product, please contact me at 904-353-8755.

MARKETING

ADVERTISING

Remember, with *Clean Shower*, your shower's *Always Clean...Without Scrubbing*.

DESIGN

Thank you for your time. I look forward to hearing from you soon.

PUBLIC RELATIONS

SPECIALTY ADVERTISING

Six East Bay Street, Fifth Floor

Jacksonville, Florida 32202

904.353.8755

Fax 904.353.8778

Sincerely,

A handwritten signature in black ink, reading "Shannon R. GaNun". The signature is fluid and cursive, with the first name "Shannon" and last name "GaNun" clearly visible.

Shannon R. GaNun

Public Relations Account Executive



FOR IMMEDIATE RELEASE

CONTACT: Shannon R. GaNun 904-353-8755  
Bob Black 904-730-0566

**REVOLUTIONARY NEW SHOWER CLEANER  
NOW AVAILABLE IN JACKSONVILLE**

JACKSONVILLE, FL; March 22, 1995 -- *Clean Shower*, a revolutionary new shower cleaner, is now available in Jacksonville, announced Robert H. Black, inventor of the product and chief executive officer of Automation, Inc., the locally-based manufacturer and marketer of the product.

"*Clean Shower* is the world's only shower rinsing agent," said Black, a chemist and businessman. "It's sure to change the way America deals with keeping the bathroom clean."

*Clean Shower* works with a simple daily application, eliminating all need for scrubbing. Simply spray *Clean Shower* on the walls and tub after each use. There is no need to wipe, scrub or clean the shower. Mold and mildew will stop growing on contact and will be gone at the end of two weeks.

The surfactant in *Clean Shower* loosens present deposits and prevents future deposits from forming. *Clean Shower* makes the calcium, magnesium, iron and copper deposits soluble and carries them away. This not only prevents buildup on shower walls, but it also prevents these minerals from becoming food for mildew. Without the minerals necessary for growth, the mildew stops growing and dies.

**This remarkable new product is now available in Jacksonville at all 8 *Till Late* locations.**

*Clean Shower* is unlike any product currently on the market. Although dozens of different cleaners are available, they all fall into one of three generic types: bleach, poison and acid. *Clean Shower* does not fit into any of these categories, making it a truly unique product.

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What's more, *Clean Shower* doesn't contain any abrasives, phosphorous or bleach, so it's safe for people and the environment. "I'm a fanatic about the environment and household safety," said Black. "I have six grandchildren, and I don't want to endanger them or leave a polluted planet. These concerns led me to develop a product that's nontoxic and safe for the environment."

*Clean Shower* is safe and effective on tile, fiberglass, brass, chrome and plastic and will not scratch or dull these surfaces. It will give chrome the mat finish look of silver, and rinsing the *Clean Shower* off will return the chrome to its bright state. *Clean Shower* will keep a plastic shower curtain clean and flexible. *Clean Shower's* light fragrance is gentle and easy on your senses.

Black developed *Clean Shower* to solve a persistent mildew problem in his own bathroom. Encouraged by his wife of 32 years, Black tried all of the cleaning products on the market with no success -- the persistent mildew problem would not go away. In a desperate attempt to eliminate the mildew, Black developed a spray rinsing agent to take the place of cleaning. The mildew problem was later found to be caused by a leak behind the shower wall, but by then a clean shower was a reality and a new product was born.

Black is an accomplished chemist and engineer. He holds a Bachelor of Science degree in Chemistry from Pennsylvania State University, a master's degree in Electrical Engineering from the University of Missouri, and an MBA from the University of Akron. He was trained as an avionics officer in the Air Force and later directed the largest electronics warfare organization in the history of the world during the Vietnam War.

Black holds two patents on electronic connectors and two in underwater acoustics. He and his wife have two children and six grandchildren.

The suggested retail price for the 32 ounce *Clean Shower* is \$2.49.

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