



Louet North America

Pattern Subscription Service Launches March 15th



General Subscription Information:

By now, you have most likely seen the teaser ad, which appears to the below. It has been featured in a variety of magazines to help promote our new online Pattern Subscription Service, which is being launched March 15, 2008.

This new service will provide consumers with easy and affordable access to a broad array of exciting and attractive Louet North America patterns, designed around our complete range of yarn lines.

With four subscription levels available, knitters can select the program most suitable to their needs. Patterns are available across all skill levels, making this new Pattern Subscription Service a must for any knitting enthusiast.

Please read below for Subscription Level information, or check out the links on our website, for further information.

Subscription Benefits:

- 4 affordable subscription levels available to match the individual's needs.
- Easy access to high quality Louet North America patterns, and patterns from reknown designers.
- Patterns available for all skill levels.
- 2 new patterns introduced weekly.
- Pattern support from start to finish.
- **Name Your Favorite Retailer when you subscribe.**



Pattern Subscription Levels:



Print Advertisement Sample



Bronze Level:

- \$15.00 one time subscription fee
- 3 pattern downloads (trial package)
- No Early Bird offer

Silver Level:

- \$29.95 annual subscription fee
- 20 pattern downloads
- No Early Bird offer

Gold Level:

\$60.00
Retail Value
(Early Bird Bonus)

- \$79.95 annual subscription fee
- **Early Bird offer at \$59.95 (valid until March 22nd)**
- Unlimited pattern downloads
- Early Bird offer also includes a special incentive bonus of a free skein of Euroflax Sport weight yarn, SOAK sample, printed pattern and copy of the dyeing book Indigo, Madder and Marigold by Trudy Van Stralen, and current Louet North America Catalog

Platinum Level:

\$330.00
Retail Value
(Total Monthly Bonus Packages)

- \$199.95 annual subscription fee
- **Early Bird offer at \$159.95 (valid until March 22nd)**
- Unlimited pattern downloads and free copy of the dyeing book Indigo, Madder and Marigold by Trudy Van Stralen, and current Louet North America Catalog
- Monthly bonus package of one skein of the yarn of the month, yarn color card, SOAK sample, and printed pattern of the month.

make it your own™

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www.louet.com