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**UNITED STATES DEPARTMENT OF COMMERCE**  
**International Trade Administration**  
Washington, D.C. 20230

**TO: DIRECTOR OF INTERNATIONAL SALES**

**SUBJECT: Free Worldwide Market Exposure for Your New Product through COMMERCIAL NEWS USA**

An announcement of your new product is published in the attached issue of COMMERCIAL NEWS USA. This magazine takes your story to some 240 overseas American Embassies and Consulates. The "New Product USA" information appears in approximately 85 Commercial Newsletters published by our Embassies abroad, reaching a worldwide audience of over 200,000 key business and government executives.

Through this service, thousands of firms like yours have obtained OVERSEAS MARKET EXPOSURE, SALES LEADS and, DISTRIBUTOR CONTACTS. You can expect to begin receiving foreign inquiries in about 2 months. Experience shows that these inquiries continue to be received over a period of some 3-4 months. Your listing has been coded with "Dept. CN" to help you identify foreign inquiries resulting from the Commercial News (CN).

As you may recall, on form ITA-4063P which your company submitted in order to have your product included in the New Product Information Service, you agreed to provide the following data: (1) number of inquiries received from foreign firms, (2) sales made and anticipated, and (3) agents appointed and pending as a result of the publicity your product received through the worldwide commercial newsletter service. Your cooperation in providing the above information 12 months from now will help us evaluate the effectiveness of this free service.

Thank you very much for your interest. We look forward to hearing from you regarding the export results achieved by your company's participation in this free program.

If you have questions or comments regarding COMMERCIAL NEWS USA, please contact us or your nearest Commerce District Office.

COMMERCIAL NEWS USA  
Export Communications Section, Rm. 4009  
International Trade Administration  
U.S. Department of Commerce  
Washington, D.C. 20230  
Telephone: (202) 377-5783

Attachment(s)

