

RIVER ROAD

I M P R O V E M E N T C O R P O R A T I O N

POST OFFICE BOX 1296, FAIR LAWN, NJ 07410 * 201-797-3442

January, 2004

Business Owner:

The River Road Improvement Corporation has developed and brought on-line a new and exciting website featuring the River Road District and all that it has to offer existing and new businesses. You can view our website at www.FairLawnRiverRoad.com.

The RRIC is committed to promoting those who operate businesses in the District to the residents and families of Fair Lawn and our neighboring communities. While the website lists all of the many varied retail and service providers in the District in our online business directory, we are also offering a rotating, monthly 'spotlight' on one business each month to illustrate the diversity of retail, service and other businesses within the district.

If you are interested - at no cost to you or your business - we'd like to offer you the opportunity of appearing in that 'Business Spotlight'. If you'd like to take advantage of invitation, a member of our organization, Diana Vitrano, will contact you to take several photographs of your business and staff to place on the website. If you visit the website, you can view our 'spotlight' to see our format.

A Business Spotlight Questionnaire, which form the basis for information on you and your business is enclosed and will form the basis of our "spotlight interview" process. Take a few moments to complete this form and return it to our office by fax (973-857-0818) or email diana@donsmartt.com. The information will be reviewed and you will be contacted if additional information or clarification is needed. At this time, we are not able to provide you with the month your spotlight will run, however, you will be contacted once the scheduling is completed in order to verify the information received. You will also be able to invite your customers, employees and family members to visit the website.

We are glad to offer this service. Diana can tell you about our services, some of which are detailed on our website, www.FairLawnRiverRoad.com, and we encourage you to use those services to promote your business wherever possible.

We thank you for helping to improve River Road and Fair Lawn.

Regards,



Bob Landzettel, *President, River Road Improvement Corporation*

RIVER ROAD IMPROVEMENT CORPORATION
Business Spotlight Questionnaire

Business Name: _____

Business Owner: _____

Business Address: _____

Business Telephone: _____

Business Website: _____

Business Email: _____

Business Hours: _____

Services/Goods Offered: _____

Year Opened in District: _____ How long have you been in business? _____

Do you live in Fair Lawn? _____ For how long? _____

Why did you choose to open your business in Fair Lawn in general and on River Road specifically?

What do you like best about being in the District?

Fax this completed form to Diana Vitrano at 973 857-0818