

*****PRESS RELEASE****

Secrets of Magic Gumball !!

Did you know that...

...Magic Gumball is the #1 impulse item when sold in a Magic Gumball Machine!

...a gumball cost 3c and sells for 25c- profiting 22c on each. Sell only 4 gumballs and profit 88c on the \$1.00 or sell the first load and profit up to \$880 on every \$1000.



...the Classic Magic **DISKMAN™** only takes 21" of floor space!

...each machine includes **FREE** Magic Gumballs, candy and more. The first load pays for entire machine.

...putting several machines together will increase your profit and create a Fun Candy "**Profit**" Center. Variety is the key since the profits are so high and the products are so colorful and tasty; give your customer a selection they will be impressed with!

...freight is covered- **EXTRA FREE CANDY** is included to cover cost. That's right! We will include 10, 20 or 30 lbs of extra candy to cover the cost!

...every machine can have a **YOUR** logo or Topper added to it

. Request the **YOUR LOGO** for any machine on the order form "messages" section.

... a "**CASH COW**" is discovered! Since I collected the first bucket full of quarters, which had about \$475 after just one month back in 1996, in our Clothing Retail Store I realized this machine was a Cash Cow and that we had a "**WINNER!**" Till this day I still get amazed when we collect \$900, \$1,100 even \$1,500 from stores. The secret is having variety! That's right multiple machines provide you the ability to offer 8, 10, 12 or even more types of products candy,



jellybeans, capsules, lollipops and more! When displayed together it creates an amazing attraction that draws Ooohs! WOWS! And what we all love to hear *kachang, ka-chang* quarter after quarter and they sure do add up!



- Guy Hart
Founder/ Entrepreneur
Magic Gumball International

...**Great Idea!** Combining, Recycling, Advertising and Art. Imagine a Fun Display lamp that hangs from the ceiling with the YOUR LOGO. The Lamp is candy apple red and looks like a Fun, Giant gumball that draws attention and promotes your gumball, candy machines, and Logo. The true beauty of the display ball is that it is made from Recycled- Gumball Machine Globes which are transformed into "Functional-Art-Lamps" that promote **YOUR LOGO!** This Project is a personal one for the company founder **Guy Hart.** "We did not want to fill our landfill with the "unusable, scratched, globes", that we had from our production line and trade-ins of older gumball machines, nor did we want to burn them and affect the Ozone. That's why we invented the "Earthlamp" and we are donating 25% of their revenue to worthy Charities. "Surfrider Foundation", "Boys and Girls Club", "Larger than Life" (Kids fighting cancer), "Children's Miracle Network". Your purchase and display of the Earth-Lamps promotes and creates a positive message and is a great conversation piece. The Earth-Lamps are also available in a beautiful rendering of Earth. Check out www.earth-lamps.com for more design option.



Putting it all together! We are talking, Color, Lights, Action ! All it takes is 24"x74" and you have your own "In Store" Attraction! And ATTRACTION IT

IS! This is the Magic Candy "Profit Center" it includes; Machines, Candy, Gumballs, Earth-Lamps and is Guaranteed to give you a great R.O.I. (Return On Investment). Yes, Since the Profit Margin is so high, averaging over 80%! Your "Profit Center" can generate over 200% R.O.I. the first year. Not to mention the great customer buzz and P.R. (Public Relations) that is generated in the community.

By the way, when you sell your first load of free candy, you will re-coup the initial cost and your profits will continue to roll in... year-round. That's Right! Week in and week out, month in and month out, the machines keep on producing! You will be amazed when you see the Abundance of Quarters waiting for you.

Click Here:

<http://www.magicgumball.com/yourlogo>