



Mr. Mai's[®]

Coffee House & Foreign Language Club
麦先生咖啡屋和外语俱乐部

It's Time to SHINE!

December 15, 2011

To Our Valued Customers:

Our goal at Mr. Mai's is to provide you with the best quality of products and services – along with an unequalled English environment – at reasonable prices. As you know, costs everywhere are on the rise, and for us to continue providing you with the best possible service, we must adjust our prices as well. For a few customers, our new prices will be higher, but believe it or not, some of our customers will actually SAVE money – no joke. That is because, beginning on January 1, 2012, Mr. Mai's will be restructuring the way we charge for our services – introducing a new fee for joining our English environment – while providing better prices for customers who wish to stay longer and enjoy more of our beverages. How will this work? We are getting rid of our old “Minimum Purchase Requirement”, and instead, introducing a new “Club Entrance Fee”. Upon entering Mr. Mai's, customers will pay a flat fee, and receive one FREE DRINK as a benefit. Customers can also “Upgrade” to one of our specialty drinks by simply adding 5, 10, or 15 RMB to the Entrance Fee. Additional drinks can be purchased at this same “Upgrade” price, making our new drink prices LOWER than they are now!

What does this mean for you? If you enjoy coming and spending all afternoon and evening with us for the price of only one drink, you will probably pay a higher price than you do now. But, if you want to get the most value for your money, all you have to do is buy a second drink during your visit with us, and your overall cost will probably be LOWER than if you had purchased the same drinks under our current prices. So, drink more – save more!

In addition, Mr. Mai's is introducing new “Grab-N-Go” prices – Mr. Mai's take-out menu for customers who don't have time to stay and enjoy the Club. Get a cup of coffee, tea, or one of our special iced drinks to go without paying the “Club Entrance Fee”. Just make sure you tell the cashier that your order is “To Go” so that you can enjoy these special prices.

Take a look at our new menu, and add up a few drinks to see how much you will be able to save. And remember, Mr. Mai's will STILL provide you with the BEST English environment in town and a place to SHINE!

Mr. Mai