

Dear **RETAIL COMPANY**,

At [Tote](http://www.totestore.com) we are building a platform to reach millions of customers through our network of affiliate mobile apps. We are contacting you because one of our affiliates recommended your product and we want to host your products on our platform of native, mobile stores.

Tote provides embeddable stores as a service to mobile app companies. We are partnering with apps like CoachMe and Gain Fitness who are embedding Tote Stores to sell products that compliment their services.

Each store is curated and products are targeted to their users. As such, your product becomes part of the exceptional service provided to the app users, and you benefit from higher conversion rates and better customer satisfaction. This is the marriage of great products and great user experiences.

Tote facilitates revenue sharing between the affiliate apps and you, the retailer. You control the list price of the product, which we suggest be set 5-10% higher than list prices on Amazon as most transactions are convenience purchases. Tote returns 70% of list price to the retailer and shipping and handling costs, giving apps the incentive to highlight your products for optimal conversion rates.

If you are interested in taking part of the move to mobile, let us know by replying to this email with your contact information. To join the platform, we will need the following information for each product:

* SKU
* One 1024 x 1024 image
* List price
* Contact email to forward orders and returns

Thank you from Tote.

All the best,

Carlos Gil,

CEO Tote Store