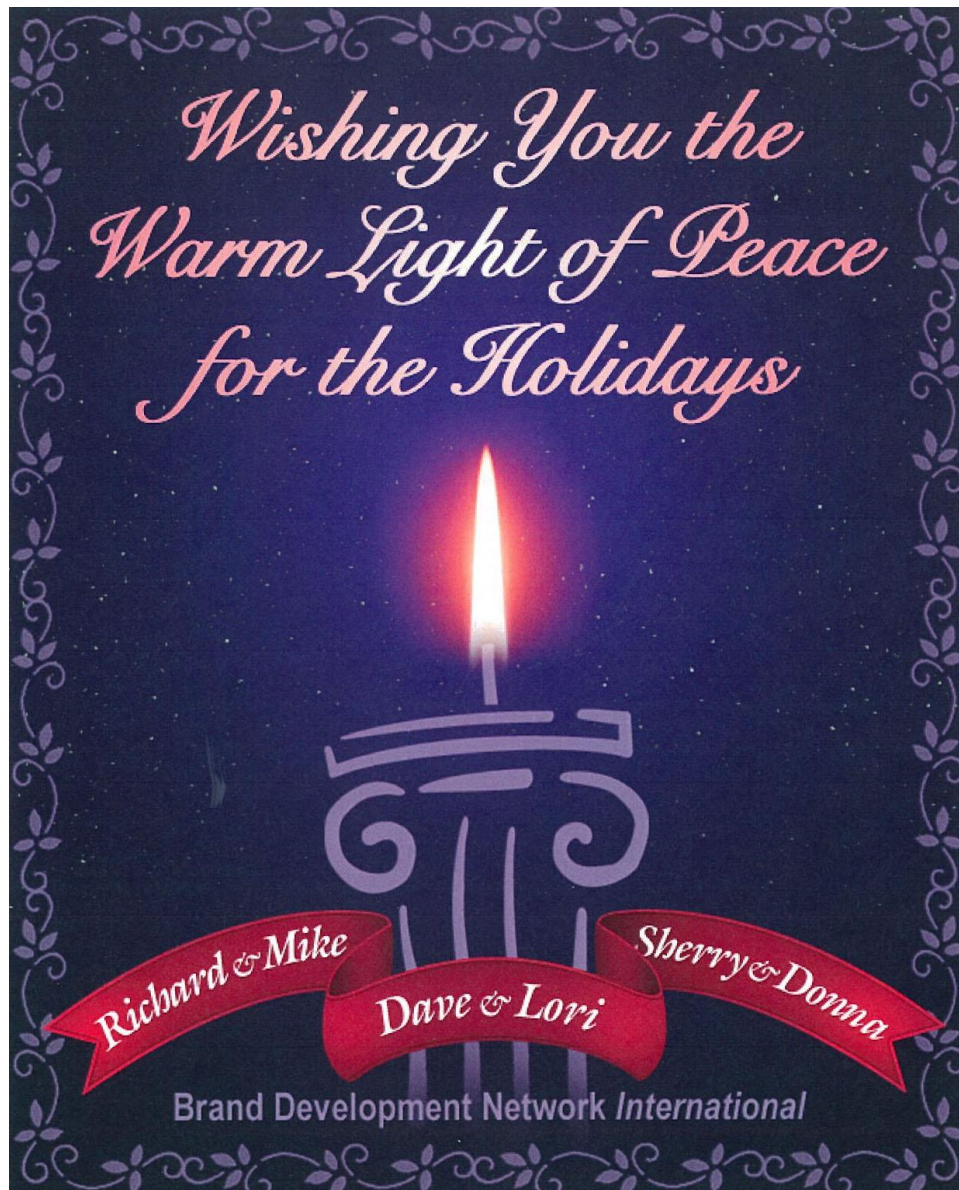


# **DISPATCHES**<sup>TM</sup>

*Insights On Brand Development From The Marketing Front*

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We at BDN International wish all of our friends out there health, happiness and continued success in the new year! We will resume our regular weekly schedule for DISPATCHES shortly after the start of the new year. Happy Holidays!



Richard Czerniawski and Mike Maloney

THIS IS OUR LAST DISPATCHES ARTICLE FOR 2007. WE'RE GOING TO TAKE A  
BREAK TO ENJOY THE HOLIDAYS WITH OUR FAMILIES AND FRIENDS. WE'LL  
RESUME DISPATCHES THE WEEK OF 7 JANUARY 2008.

BEST WISHES TO YOU ALL FOR A WONDERFUL HOLIDAY SEASON AND A HAPPY  
NEW YEAR!

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