

Personal Selection

Kay & Company Ltd. Registered Office: 23 The Tything, Worcester WR1 1HH
Registered at London, England. Registered Number 44307.

Dear CLUB 403 MEMBER,

WHY NOT USE YOUR TV TO DO THE SHOPPING ?

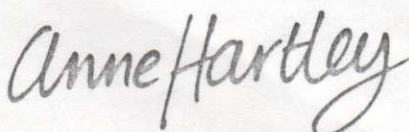
With Personal Selection you can shop in the comfort of your own home through your Viewdata Television set. Over our Viewdata Teleshopping service you can place orders, day or night, which will be delivered ' FREE ' to your door. It's the complete home shopping service.

The Personal Selection catalogue contains 1,000 full colour pages with almost 30,000 items for the family and home. (Enclosed is a brochure with a selection of the type of items). It's ' SHOPPING MADE EASY ', there's no paperwork, ' FREE ' credit is available and all goods are supplied on approval.

Prestel pages, starting *202243#, provide further details of this exciting new service. Why not call our pages to screen and see what our " Special Offers Of The Week " are ? You can even request a copy of our ' FREE ' 1,000 page catalogue and an easy to follow Teleshopping pamphlet which explains how you can teleshop directly with Personal Selection.

Hoping to hear from you soon.

Yours faithfully



ANNE HARTLEY
HOME SHOPPING ADVISER

P.S. Shopping Made Easy