

January 2013

Dear Fellow Researcher,

Welcome to the winter. All of us here at Diatome would like to make your job just a bit easier and we are pleased to announce we shall continue to offer some special programs and discounts to help in your scientific research needs especially in these economic tough times. We thank you for your loyalty and look forward to continuing to work together.

>>> Program # 1 The Ultra Exchange Program

This program allows you to exchange any old diamond knife you have from any manufacturer for a brand new ultra thin diamond knife and pay almost half the price of a new knife. It does not matter what size you trade in, you may choose any size Diatome Ultra knife and pay the reduced price of the knife size you choose

>>> Program # 2: The Multiple Purchase and Giveaway Program

For your convenience we have set this program up in two different ways.

- a. Buy any 2 Ultra room temperature or cryo knives at the full price and get the third knife at 50% off.
- b. Buy one Diamond knife for full price and get the second knife at the Exchange price.
- c. Resharpen 2 knives and the third knife have resharpened for free.

>>> Program #3: The Histo Knife Regular and Jumbo Exchange Program

This program allows you to exchange any old diamond knife you have from any manufacturer for a brand new Histo diamond knife (Regular or Jumbo) and pay a discounted price of a new knife. It does not matter what size you trade in, you may choose any size Diatome Histo knife and pay the reduced price of the knife size you choose

>>> Program #4: The Diatome Rebate Program

This program allows you to purchase any new Diatome Diamond Knife at its regular price and receive a \$250.00 coupon towards the purchase of chemicals, accessories and supplies from Electron Microscopy Sciences, the leader in Microscopy consumable items.

If you would like to receive Catalog or any of our separate brochures on any of our Diamond knives and tools please call, write, e-mail, or fax us. We will be more than happy to fill any and all of your requests. Please note that our entire catalog and separate brochures may be found at our website @ www.emsdiasum.com. We look forward to hearing from you and fulfilling all of your microscopy and research needs

Sincerely,
Stacie Kirsch