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*Making Life As Easy As Our Name!*

*For Immediate Release*

## **Cart-Pro's "We're So Convinced" E-marketing Helps Generate 200 New Accounts In 60 Days**

Pompano Beach, FL - March 28, 2003. Cart-Pro, a division of E-Z Care® Products, is the fastest growing golf car cleaning and maintenance product supplier in the industry with 200 new accounts generated from their "We're Convinced" free sample and 6-product Power Pack campaign. In making the announcement, Judy McCarthy, Division Manager said, "We're overwhelmed with the success of our e-marketing program launched just two months ago. The basis of the free sample idea came from our experience at industry trade shows. When we analyzed our post trade show business, we quickly discovered that almost everyone who took a sample of one of our six specialized aerosol products back to their facility and tried it, placed an order for additional product. So our e-marketing approach was easy: we simply stated that we're so convinced that if you try a Cart-Pro product, you'll buy it. To prove it, we decided to send a free sample can to any golf facility requesting one. Within 60 days this helped us establish over 200 new accounts in 40 states along with Puerto Rico and Canada. Our customer base continues to grow daily and includes some of the most prestigious golf courses in the country."

Golf course representatives can log onto [www.ezcareproducts.com](http://www.ezcareproducts.com) and select the free aerosol sample they would like to try. A short demonstration can be viewed to assist in choosing just the right product for a particular application. In order to allow users to try the entire product line, a 6-product Power Pac Intro Kit (1 can of each item) is also available for only \$24.99.

E-Z Care® manufactures and distributes innovative specialty cleaning and maintenance aerosol products to professional and consumer recreational vehicle and golf car users. For more information, please visit [www.ezcareproducts.com](http://www.ezcareproducts.com) or contact Cart-Pro at 800-359-1019.

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