



27th June 2008

Dear Retailer,

OK! Magazine Issue 629 - Rooney wedding of the Year

Due to the excellent sales and interest in the Rooney wedding souvenir editions, we have decided to keep the current Issue 629 on sale for a further week.

Please don't return OK! Magazine to your wholesaler but display it prominently along side next weeks Issue, number 630.

Your wholesaler is aware the extension and will not include issue 629 on his recall sheet.

You will also be pleased to know that we intend to continue with the **£2.95** promotional cover price again next week for Issue 630.

That's a fantastic 73.75p profit per copy sold for you.

The £2.95 barcode details are:

OK! Magazine £2.95 9771362288184

Yours sincerely,
Bob Nuttall
Group Circulation Director