

AT LAST!

A HASSLE FREE WAY TO SUMMER FUN!!

(and an inside track to the area's best kept secret)

Hi my name is Ed Klein and have I got news for you. Yes, I know, it feels like summer will never arrive this year, but it is just about on us and you still haven't figured out what to do! Uncle Ed's to the rescue! Sun and Fun are just around the corner. But what to do when good weather finally does get here?? I've got just the solution. Ever wish you had a boat, but never got one because they are too much of a headache? Or, if you have ever owned a boat, and gotten rid of it, only to miss it when the good weather gets here? We've found the perfect way to have your cake and eat it too! As you may already know, Powers Lake is in the top 2 lakes in southeastern Wisconsin in quality and clarity. It is 460 acres of sun and fun, **and** it is one of the area's best - kept secrets! Our restaurant is tucked away on Powers Lake Road. We have the perfect program for people like you who appreciate time on the lake. We call it our Pontoon Timeshare. We have four levels to choose from, and each has its own goodies. You're probably wondering why we're doing this. I'll tell you. I've grown up on Powers Lake and have lived in the area for years, and I love it here. I think that Powers Lake is the best thing that the area has to offer in terms of a great lake. Its secluded, beautiful and just the perfect size; the crowds are not that big, and you don't take your life into your own hands when you go boating.

We're offering **ONLY 25** of these great passes, as we talked to people about them, they wanted in! To Date, We only have **15 left!** We ask you to respond by July 1st, but between you and me, I don't think they're gonna last that long, really. I've got people that have been on this plan for 5 years now and wouldn't even think about buying a boat! Think about it, these are great deals, and we're offering them to a select group of people. We've set them up so you can customize them. Pay in 3 easy installments, just about any way you like. If you like to fish we even have optional rowboat and ramp season passes. Take one or the other, or even both (for a bigger discount).

If you already own your own boat, you know just what kind of a hassle it can be. Just think of how nice it would be to just pull up, go through a check-in (5 minutes worth) and get on the boat, already uncovered, and gassed up. Now just think if you called ahead, we could have food on that boat that's waiting for you, ready when you are. You don't even have to cover the boat back up! For those of you who have been abandoned at the end of the day on the lake by your family and friends know just what a hated chore this can be! This is really the best of two worlds here. Have you ever heard the sailor's definition of a boat?

"A Boat is A Hole In The Water That You Throw Your Money Into"

This is really very true in a lot of ways. The great thing about this program is that you don't own the boat, just the hours tied to it. All you have to do is worry about getting out to the lake to spend some time having fun! But if you are thinking about buying a boat, take a look at the comparison.

Your Own Boat	Pontoon Timeshare
Big, up front cash outlay, or worse, financing! The banks get rich AGAIN!	Small, easy to work payments, any way you choose. (No interest either.)
You have to buy your own gas, and probably mix it. Now what was that formula again?? Lets see, 50 to 1, 3.2 ounces for every gallon. . . .	6 1/2 gallons comes with each use. You do have to buy extra if you use it, but we'll get that for you.
Every spring and fall Maintenance.	Don't worry about it, we've got it.
Boat Depreciates (loss of money)	None here.
You have to cover and uncover it. Where did all of my family & friends Go? I'm sure they will re-appear when this is done!	We'll do that for you. It's on the dock, uncovered & ready for you.
You have to find a spot to put it in the water or keep it on a dock.	For the same cost of only 2 monthly payments, You can use our pontoon for the season, and we Provide the gas (up to 6 1/2 Gallons Per Use.) & Do all the maintenance.
At the end of the day, you have to pull your boat out & trailer it back home, or pay dock fees in addition to the gas, payments, and maintenance. Its ok, you've time for all that.	We'll gas up the boat, and cover it up, and take care of it until the next time you want to use it.
When you want to sell the boat, you will need to put it on the market, haggle with buyers, transfer the title, and on and on and on.	You only own the hours of the boat that you purchase, with no ongoing commitment. Once you use up your hours, that's it. You spend more time using the boat than you do worrying about it.
Q. What Are The 2 Best Days Of a Boat Owner's Life?	A. Day One, The Day You Buy It, Day Two, The Day You Sell It.

WHY IS THIS SUCH A GREAT DEAL?

I know your probably thinking why is this such a great deal? I'll tell you. What we are offering is a chance to get in on the great savings that we are offering. You can save up to 57% off of our 2011 Rental Rates! And here is what you get:

1. Quality time spent with your family, friends, without any hassles.
2. A chance to get onto one of Wisconsin's Best Lakes, one that access can be limited to.
3. The boats that you will be using is being maintained and cared for by someone else, freeing up your valuable time to do more important things.
4. Gas is going to be VERY expensive this summer, why blow your money on long distance trips that may not pay off.
5. YOU Look like a genius and a hero to your family by jumping in on such a great deal.
6. You get special treatment when you belong to our club, anyone just renting our boats can't split their hours like you can when you join, and they can't get the steep discounts that we are offering here.
7. You will have the option not to cook if you don't want to, we've got a great restaurant right there for you, just call us up, place your order, and we will do the rest!
8. This plan is all inclusive, up to 6 1/2 gals on gas per use, the jackets, the boat lessons, parking, taxes, are all included!
9. So buy your water shoes, your waterproof camera, pack up the kids and head for the lake! It's your own little piece of paradise right here in Wisconsin!

**Do You Love Good Food and Great Fun?
Discover Crystal Clear, Scenic Powers Lake!
(And the secret restaurant that even most of the locals don't
know about)**

Powers Lake is rated by the State of Wisconsin as one of the cleanest in Southeast Wisconsin. It is also one of the best for relaxing on. You can fish, swim, sunbath, or just get some of that illusive quality time with family, friends or even those all-important clients! Powers Lake features three rock bars to choose from, all shallow enough for kids to swim on. What is even better is that it is most likely the area's best-kept secret! So it is usually very quiet, especially during the weekdays and most weekends. (You would be surprised.) Just the thing for that daylong getaway or company retreat/outing. The absolute best part is that all of this is surprisingly close! *We are located only 10 minutes from Lake Geneva, Burlington, Richmond, Twin Lakes, Paddock Lake, Genoa City, and Pell Lake.*

**WE ARE ONLY ABOUT 45 MINUTES TO AN HOUR
FROM CHICAGO, MILWAUKEE AND THE SUBURBS.**

To top it all off, we have a brand-new restaurant, right on the lakefront. Uncle Ed's was opened in 2003, and offers great food for your day out, or catering just for that all-important special event! At Uncle Ed's you'll find a clean friendly place with great food! Steaks, we've got the best, all hand cut, smothered with onions & mushrooms! Seafood, Walleye, Hand Breaded Bluegills fried to perfection! Our Famous BBQ Rib Sandwich on garlic bread. Bloomin' Onions, Shrimp or Chicken Dejonghe, and much, much more. We offer a casual place to bring your family, friends or clients to. We also offer catering services, no matter how big or small. You'll also find here occasional nighttime entertainment. Call ahead and we can get your food ready while you load up! But don't take my word for it, here's what a few of my guests have to say about us.

"I Like Everything From the Staff, the Food & the Environment! You Can Make Any Kind of Mood Setting Depending On How You Feel Or The Occasion Of The Evening." -Dan & Joy J. ~ Twin Lakes, WI

"Great Service, Good Food! Restaurant Presents Clean, Fresh Appearance, Very Appealing!" Dennis ~ Burlington, WI

"Friendly Service, Consistently Good Food, Great Specials."
Sandra C. ~ River Forest, IL

"I Like The Service, We Have Kids And We Feel Comfortable Coming Here, It's Local, Affordable & Quiet." Jeff W. ~ Genoa City, WI

So come to Powers Lake & experience the Uncle Ed's Difference for yourself! Once you do, we know that you'll be hooked!

Here's how to sign up & get in on a great deal before it's gone! Just take a look at the plans below, see which one you like the best. Then just complete the sign up sheet, (don't forget about the great options!) Once we receive it, we will send back a welcome package in 4 to 6 weeks with all you need for a fun-filled summer! If you have any questions, please give me a call. My staff & I look forward to seeing you this summer.

Uncle Ed

P.S. Remember You Must Sign By July 10th! Don't Forget, We Only Have 15 Of These Great Deals Left, Don't Be One Of Those Left On Shore, High and Dry!

Silver's Float

- *Purchase 12 Hours of Anytime Pontoon Hours
- *And Get 4 Hours of BONUS Time **FREE**
PLUS Get 1, \$10 Single Use Gift Certificate, Good At Uncle Ed's For Anything You'd Like, (Taxes And Tips Extra.)
- *Enrollment In Our Preferred Customer Program
- *PLUS an Option to Buy (one time only this year please) an 8-Hour Motor Pack. 5% Off!

Captain Ed's Golden Boat

- *Purchase 18 Hours of Anytime Pontoon Hours
- *And Get 8 Hours of BONUS Time **FREE**
*PLUS Get 2, \$10 Single Use Gift Certificate, Good At Uncle Ed's For Anything You'd Like, (Taxes And Tips Extra.)
- *Enrollment In Our Preferred Customer Program
- *PLUS (when you've had way too much fun to give up now!) An Option to Buy (One time only this year please) an 8 Hour Motor Pack. 10% Off!

The Pirates Platinum Pontoon

(Because it's such a steal)

- *Purchase 24 Hours of Anytime Pontoon Hours
- *And Get 12 Hours of BONUS Time **FREE**
*PLUS Get 4, \$10 Single Use Gift Certificate, Good At Uncle Ed's For Anything You'd Like, (Taxes And Tips Extra.)
- *Enrollment In Our Preferred Customer Program
- *PLUS (when you've had way too much fun to give up now!) An Option to Buy (one time only this year please) an Additional 8-Hour Motor Pack. 15% Off!

The Super Platinum Special

(we couldn't think of a good name here, because we lost our minds when we made it!)

- *Purchase 48 Hours of Anytime Pontoon Hours
- *And Get 24 Hours of BONUS Time **FREE**
*Plus Get 8, \$10 Single Use Gift Certificates, Good At Uncle Ed's For Anything You'd Like, (Taxes and Tips Extra.)
- *Enrollment In Our Preferred Customer Program
- *PLUS (when you've absentmindedly used up all of your hours and just don't want to give us the keys back) An Option to Buy An Additional 8 Hour Motor Pack At 17% Off Of The Normal 8 Hour Rate!

Optional Features

Motor Packs Packs Of Time Available After Your Plan Hours Are Used Up. For Use Just The Same Way That Your Regular Hours Are, 2 Hour Minimum, In Even Increments After That. These Packs Are Only Available To Existing Plan Members.

Rowboat Rental Pass For the Season. A Season Pass for Our Rowboat Rentals, (Jackets Not Included) Any Day Of The Week, No Reservations Needed, Just The Thing To Teach The Kids Fishing, Rowing, Or Just Getting Back To Nature. Bring Your Own Small Outboard (up to 9.9 HP) and Get Around Fast. Good Even After Your Plan Hours Are Used Up.

Ramp Pass For The Season A Season Pass for Our Ramp, For Your Boat. Good Even After Your Plan Hours Are Used Up. For However You Use Your Boat, A Great Option To Have.

Requirements

- *All payments must be made by June 30th, or the first day of use, whichever comes first.
- *Signature on liability waiver for the season.
- *Copy of a valid drivers license on file.
- *Imprint of Valid Credit Card on file.
- *\$100 Refundable Deposit. Refundable after hours are used up, or the season ends, whichever comes first.
- *Initialed copy of the rules of use, on file before the first use

Registration Form For Uncle Ed's *Pontoon Timeshare*

___ Yes Uncle Ed! I am Ready To Sign Up For Summer Fun! I Want
to sign up for:

	YOUR PRICE	ADD
A \$928 Value! New price \$750.00 ___ Silvers Float	\$643.00	\$ _____

A \$1508 Value! New Price \$1250.00 ___ Ed's Golden Boat	\$969.00	\$ _____
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A \$2088 Value New Price \$1525.00 ___ Pirates Platinum Pontoon	\$1298.00	\$ _____
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A \$4177 Value New Price \$2500.00 ___ Super Platinum Special	\$1799.00	\$ _____
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(LIKE I SAID, WE LOST OUR MINDS!)

BEST VALUE!

OPTIONS (pick one)

___ Season Rowboat Pass	\$30.00	\$ _____
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___ Season Ramp Pass	\$30.00	\$ _____
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Save \$5 Bucks! ___ Ramp & Rowboat Pass	\$55.00	\$ _____
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ALL PRICES INCLUDE STATE AND LOCAL TAXES.

TOTAL	\$ _____
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BOOKKEEPING DISCOUNT!

___ YES UNCLE ED! I WANT TO PRE-PAY ALL AT ONCE!	\$60.00
___ I'LL TAKE A \$60.00 DISCOUNT RIGHT NOW!	

TOTAL	\$ _____
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EZ PAYMENT INFORMATION (you will automatically be charged 3 equal payments from the month you register through May.)

NAME _____ 2ND NAME ON ACCT. _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ CELL (THE ONE WITH YOU ON THE BOAT) _____

EMAIL _____

NOTE: THE NAMES LISTED ARE THE ONLY AUTHORIZED PEOPLE AUTHORIZED TO MAKE RESERVATIONS OR USE THE HOURS. ALL CORRESPONDENCE IS MADE THROUGH THESE NAMES. (ADDITIONAL NAMES CAN BE LISTED UP TO TWO ADDITIONAL NAMES, INCLUDE WITH ON A 3 X 5 CARD WITH CONTACT INFORMATION.

PAYMENT INFO

I'M SENDING A CHECK OR MONEY ORDER FOR THE FULL AMOUNT.

CHARGE MY CREDIT CARD.

(CIRCLE ONE) MASTERCARD VISA DISCOVER

CREDIT CARD#1 _____ EXP _____

In order to avoid interruption of service or for split payments, please specify a 2nd credit card that we may use.

CREDIT CARD #2 _____ EXP _____

SIGNATURE _____ DATE _____

IMPORTANT NOTE: Registration is NON-Cancelable, NON-Transferable. Monies Paid can not be refunded under ANY circumstances.

Warning ~~Warning~***~Warning***

This offer is now on the internet! I have a lot of folks looking at this right now! Frankly, I haven't figured out how to let them down easy once this is filled- - remember, I only want to sell 25 of these. Please don't hesitate, these are going FAST.

REGISTER RIGHT AWAY OR YOU MAY NOT GET ANOTHER CHANCE!

RULES OF USE FOR THE 2011 PONTOON TIMESHARE CLUB

1. The following documents must be on hand before use can begin.

- *A Signed Liability Waiver
- *A copy of a valid drivers license.
- *An imprint of a valid credit card.
- *Initialed copy of these pages, The Rules Of Use For The 2010 Summer Fun Pontoon Club.
- *A \$100 refundable deposit, refundable after hours are used up, or the season ends, and any extra charges are paid. (if any)

2. Use of Hours

- *Hours must be used in minimum 2 hr increments, and in even intervals after that. Up to 8 hours.
- *Hours of use are Wednesdays – Thursdays, 3 p.m to 10 p.m. Fridays, Saturdays & Sundays 10:30 am to 8 p.m.
- *Reservations of hours *can* be extended if there are no bookings behind them.

EXAMPLE: John Smith takes the boat out on Saturday from 9 a.m. to 11 a.m. He is having so much fun that he wants to extend his stay by 2 hrs. John calls the restaurant from his cell phone. We check the reservation book, and see if there is anyone booked for the next time slot. As long as there are no reservations booked behind him, he can stay on the boat. Otherwise, first priority is given to reservations.

- *Any time used of 10 minutes or more over the booking will result in a 1-hour charge to that account; and for every hour thereafter.

EXAMPLE: John Smith is on the boat, and loses track of the time. He is due in at 11 a.m. But he gets there at 11:15 a.m. He will be charged for 1 additional hour. (Unless there are extenuating circumstances, which John would call and let us know about.)

3. Reservations

- *Reservations can ONLY be made for Labor Day weekend and 4th of July weekend on availability, same day basis.
- *Reservations must be made in 48-hour advance.
- *Reservations are taken on a first come, first served basis, regardless of plan level.
- *Reservations that are made and dropped will be charged the hours given for that time slot.

EXAMPLE: John Smith books a reservation for Tuesday from 4p.m. to 8 p.m. He doesn't call or show up. 4 hours is automatically deducted from his total. If he called 24 hours prior to the booking, and cancelled, his hours would not be charged.

- *Cancellations must be given 24 hours in advance.
- *Rain Days are days that the weather is not good. Cancellations can be made on the same day in this case, but notice must still be given. The account will not be charged on the conditions that the weather is bad; **and** notice is given. We still have to know that the reservation is being cancelled regardless of the weather.
- *The people listed on your sign up sheet, and those that you list can only make reservations.

4. Check-in/out Procedures

- *Everyone will have to go through a check-in and check out procedure.
- *We will have on file a check-in/check out form complete with your information. It is a list of the items on board, and the condition that they are in. We will go through the list together, and we will both sign the form. (This takes about 10 minutes.)
- *A tutorial on how to operate the boat will be given to those that feel that they need it. It is recommended for the first 2-3 times using the boat. After that, we can simply hand you the keys to the boat, and your time can start.
- *Time starts when you leave the dock (not during the tutorial).
- *Time ends when you get back to the dock.
- *The check out procedures apply to everyone, we go back through the list, see that everything is ok, and then we give you a copy of the form, to help you keep track of your hours. We will keep a copy of all the hours used on file. At any time, you can call and see how many hours are left on your account.
- *If there are items missing or damage is noted, the amount to be paid is listed on the check-in/checkout form, and will be deducted from your deposit. Of course, when there is no damage and everything comes back, there is no charge.
- *A Check-in/out form is included in your welcome package for your review.

5. Motor Packs

- *Motor Packs are blocks of additional hours that can be purchased after all your hours are used up; they work the same way that your regular hours do.
- *All rules apply in the same way as your regular hours.
- *Motor packs are not available to the public, only those that purchase into a certain plan level.
- *Motor Packs are available for purchase at the purchase level of your plan.
- *We are limiting (at this time) purchase of motor packs to only one per customer. This may change over the course of this season, depending on response. We will know more as the summer progresses. At which time we will let everyone know if more packs are available.

6. Behavior

- *There are no grills allowed on board the boats.
- *There is no insurance for Water-skiing or tubing, it is not recommended.
- *Everyone is to remain seated while the boat is moving.
- *Reckless driving will result in a loss of all privileges and hours. No refunds will be given.
- *Any citations received are the sole responsibility of the client. Harbor Lights Restaurant, Inc. it's assigns, officers, employees etc. are not responsible for any negligent act or acts on the part of the client.
- *All damages to the boats will be billed immediately, the deposit level will be maintained at \$100

Harbor Lights Restaurant, Inc, DBA Uncle Ed's reserves all rights.

I have read and agree to all of the above _____

Signature

Print Name

Date