



November 10, 2011

Mr. Tim DeBenedictis
Southern Stars
123 Tenth St.
San Francisco, CA 94103

Dear Tim:

On behalf of all the editors of *Sky & Telescope*, I am pleased to inform you that the January 2012 issue which contains our annual "Hot Products" article includes your SkySafari 3.

As you read this, the January 2012 issue of *Sky & Telescope* is at our printer. A special "S&T Hot Product 2012" icon is available for your use in print and electronic advertising and marketing materials.

We ask that you please not announce any of this or use the icons in print or online before Friday, November 18, 2011, when *Sky & Telescope's* January 2012 issue begins arriving in subscriber mailboxes.

You may use the icon in your advertisements in *S&T* beginning with the February 2012 issue, whose materials deadline is November 18, 2011 – out of special consideration for the time constraints involved, we are extending this deadline well beyond our normal one so that you can more easily take advantage of this opportunity.

Should you wish to do so, you may download versions of the "Hot Products 2012" icon (four-color or black-and-white) from our website at www.SkyandTelescope.com/hp2012.

For assistance, please contact Mike Rueckwald in our Production Department: 617-758-0226, miker@SkyandTelescope.com

In the meantime, thank you for all your efforts and please accept our heartiest congratulations on your company's inclusion in this year's selection of Hot Products!

Sincerely yours,

A handwritten signature in black ink that reads "Robert Naeye". The signature is fluid and cursive.

Robert Naeye
Editor in Chief