

From: "Bob Devita" <rdevita@ritzcamera.com>
Subject: **FW: Concern with WolfCamera.com radio commercial**
Date: May 5, 2009 5:13:11 PM EDT
To: <jenny.scala@safnow.org>

Dear Ms. Scala,

I received your note concerning our radio spot and want to assure you that nothing disparaging was intended. The spots conclude today and there are no other flights for that particular commercial. I will be sure, in any future spots to avoid any negative references to flowers. Thank you for bringing this to my attention.

Sincerely,
Bob DeVita
VP Advertising
Ritz Camera Centers
301-479-3264

From: Jenny Scala [<mailto:jenny.scala@safnow.org>]
Sent: Monday, May 04, 2009 8:54 AM
To: brysha@ritzinteractive.com; contact@ritzinteractive.com
Subject: Concern with WolfCamera.com radio commercial

Dear Mr. Brysha,

As the national trade association representing 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about negative references to flowers. Floral business owners have contacted us to express disappointment with a radio commercial for WolfCamera.com. It says, for about the same price as a dozen roses, you can get your mom a digital camera.

SAF realizes that advertising is competitive but supports respected principles that suggest promoting a product on its own merits rather than disparaging another. In other words, consumers choose WolfCamera.com for many positive reasons. Therefore making references to flowers to make your digital cameras stand out seems unnecessary. SAF feels that taking the time to identify and promote your advantages results in more sharply focused, creative, successful

advertisements.

On behalf of the floral industry, SAF requests that you eliminate the reference to flowers in your promotions and reconsider this negative approach in future campaigns.

Thank you for your time and consideration.

Sincerely,
Jenny Scala

Jenny Scala

Director of Consumer Marketing
Staff Liaison of Professional Floral Communicators – International
(PFCI)

jenny.scala@safnow.org

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