



REC'D DEC 23 2009

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December 23, 2009

Dear Scout Executive,

Congratulations on 100 years of Scouting. As you celebrate the adventure and legendary Scout lifestyle, we at Cabela's would like to celebrate with you.

For many years, the Boy Scouts of America have relied on Cabela's legendary quality and enormous selection for their outdoor adventures and we sincerely appreciate your business over the years.

Currently, most Scout Troops are receiving an entry level discount (up to 10%) from Cabela's and I would like to extend to you additional savings to support your achievements. We would like to offer all the Boy Scouts Troops and Councils an upper level discount (up to 25%) on all merchandise this year.

Here's how to get started:

- Go to www.cabelas.com and build your order from our extensive line of products.
- Once you're ready you can call us toll free, fax us, or email us using the enclosed BSA Order Form.
 - o Phone: 1.800.753.3219
 - o Fax: 1.888.249.4596
 - o E-mail: businessdevelopment@cabelas.com
- Reference Account No.: **47827207**
- Remittance: For this program, Cabela's will accept checks or credit cards.
- A digital copy of this letter is available for distribution at the e-mail address below.

Again, congratulations on such a great achievement and best of luck. We hope our discount offer will help outfit those that enjoy it the most.

Sincerely,



Ronald L. Wall

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