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P E R S O N A L

Florida Trend

490 First Avenue South, St. Petersburg, Florida 33701

Dear Florida Business Leader,

Like you, I'm interested in Florida as more than a retirement place. It's where my children were born and where they will grow up.

For me, Florida's beautiful scenery, relaxed lifestyle and near-perfect weather are an added bonus. But it was the economic opportunities that led me to do business here.

To succeed in Florida, however, you need to know about Florida:

What strategies are companies using in today's economy? How and why are other Florida businesses succeeding or failing? What are the latest economic trends, developments and forecasts? How are businesses planning for the future? What's happening with our state government and how does it affect you?

For this information, and for in-depth news and analysis of Florida's rapidly changing business climate, there's no better source than FLORIDA TREND magazine.

See for yourself! Return the enclosed Acceptance Form and I'll send you two issues of FLORIDA TREND -- with my compliments.

You may read the Wall Street Journal, Forbes, Fortune or Business Week -- or perhaps all four -- to keep up with what's going on in business nationwide and worldwide.

Yet as a Florida business person, what's happening in Tallahassee, Jacksonville, Orlando or Miami -- and especially the Greater Tampa Bay area -- may be just as important to your success as what's taking place in New York or Tokyo.

For this news, there's no more reliable and timely source than FLORIDA TREND magazine.

Jack Critchfield, President and CEO of Florida Progress Corporation, is a regular reader of ours. As he says:

"I've never received so many publications as I do in my current job. But there are only two or three that make a difference, and FLORIDA TREND is one of them."

We cover all sides of complex stories with comprehensive articles on government, banking, tourism, manufacturing, real

estate, construction, insurance, health care, finance and other key businesses. While other people are reporting on what's already happened, we tell you what's likely to happen.

As Wayne Huizenga, Chairman of Blockbuster Video, says:

"FLORIDA TREND is a vital tool in helping business leaders understand and appreciate the impact of governmental, social and community developments on the conduct and future of business in the state."

You'll find that FLORIDA TREND brings you news you can't find anywhere else. We give you reliable and timely news that can make a critical difference to your success.

Let me prove it! Mail your enclosed Acceptance Form back in the enclosed postage-free envelope and I'll send you two months of FLORIDA TREND -- free and entirely without obligation.

Try us -- at my expense -- and discover FLORIDA TREND's value. I'm confident that once you examine our magazine, you'll want to continue receiving it. Should you decide that it's not for you, just write cancel on the invoice you'll receive and that will be the end of it. Otherwise, you'll receive ten more issues (that's twelve in all) for only \$24.95 -- about half what others are paying at the newsstand.

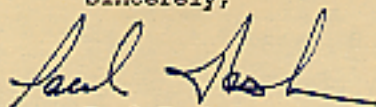
You always have this LIFETIME GUARANTEE:

If for any reason, you decide FLORIDA TREND isn't for you -- even after your two free issues -- you can cancel and receive a prompt refund for the remaining issues. No questions asked.

But for now, just sample FLORIDA TREND -- with my compliments -- and decide for yourself.

Mail your Acceptance Form back to me today in the postage-free envelope I've enclosed. There's no risk and your two trial issues are free.

Sincerely,



Paul Tash
Editor & Publisher

PT/ljm

P.S. You'll be especially interested in next month's cover story. To make certain your two free trial issues start in time to receive this important edition, mail your Acceptance Form back to me before February 15, 1991, in the postage-free envelope I've enclosed. You'll be glad you did.