



151 Cheshire Lane, Suite 400 | Plymouth MN 55441 | 952-941-0306 | [www.PureTemp.com](http://www.PureTemp.com)

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1/26/14

Charles Whitney, Assignment Editor  
**5 EYEWITNESS NEWS/KSTP-TV**  
3415 University Ave.  
St. Paul, MN 55114-2099

Dear Charles,

As we have discussed in previous conversations, Entropy Solutions' earth-friendly chemical treatment, PureTemp, is saving people's lives. Now one of those people is stepping forward to thank us.

Gerald Pilkington of Plymouth did not know that he was going to spend a night in sub-zero temperatures when his car went into the ditch last week in Maple Grove. The embankment's sharp angle and heavy brush concealed his car from passing vehicles, and Pilkington's injuries rendered him unable to get out of his car. But the real danger was the frigid temperatures.

Pilkington was amazed that his jacket and a thin blanket – both treated with PureTemp – had kept him warm throughout the night until help arrived. He was even more amazed to learn that the company behind PureTemp, Entropy Solutions, is located a mere two miles from his home.

Pilkington feels grateful not only to have survived his ordeal, but also to have avoided frostbite during a night where temperatures in Maple Grove dipped to -9°F. He is so grateful, in fact, that he has decided to visit Entropy to personally thank us. We are offering this visit to KSTP as an exclusive story. Pilkington has agreed to be available for an interview after the meeting, as has Entropy President Eric Lundquist.

This is a story with plenty of human interest and a local angle sure to grab and hold the attention of your viewers. It also bears similarity to stories that you have run in the past, including the story last month about a car that went through the ice on Lake Minnetonka. I will follow up this e-mail with a phone call later today to discuss interview possibilities and any needs that you may have in covering the story.

Sincerely,

Robert Rafn  
Cell: (612) 590-9726  
[Robert@RobertRafn.com](mailto:Robert@RobertRafn.com)



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3415 University Ave.  
St. Paul, MN 55114-2099

Dear Charles,

This is to confirm that you will be sending a cameraperson out to cover the meeting between Gerald Pilkington and Eric Lindquist tomorrow at 2 p.m. at Entropy Solutions' corporate headquarters – 151 Cheshire Lane, Suite 400, in Plymouth.

Per our agreement, you will be getting an exclusive interview with both Mr. Pilkington and Mr. Lindquist on this story. Also per our agreement, to save resources in covering the story, your reporter will call my cell phone (612) 590-9726 at 2:30 p.m., and will ask their interview questions of Mr. Pilkington and Mr. Lindquist over speaker phone. As a backup, if for some reason the reporter cannot reach us via my cell phone, they can call Entropy's front desk directly at (952) 941-0306.

If I have missed anything here, or if you realize that you have any additional needs, please do not hesitate to contact me. Otherwise, I will look forward to meeting your cameraperson tomorrow in Plymouth at 2 p.m.

Sincerely,

Robert Rafn  
Cell: (612) 590-9726  
[Robert@RobertRafn.com](mailto:Robert@RobertRafn.com)