



March 15, 2006

To: 2006 Vesta Award Winners  
Re: Vesta Logo

## **Congratulations!**

Winning a Vesta Award is not a simple matter. Our 30 judges are all very knowledgeable, and very discerning, individuals. They treated their task with a great deal of seriousness. The April issue of *Hearth & Home* contains an article on the Vesta Awards, including an image and explanation of each winning product.

In addition, In this email you will find the Vesta Logo (with words indicating the category in which your product won).

We recommend that you use the Vesta Logo in your advertising, and that you send out press releases to all publications in which you advertise.

## **A Few Guidelines**

The Vesta Awards are *presented by* *Hearth & Home* magazine, and were created as a recognition of accomplishment in the Hearth and Outdoor Room industries. Now that winners are using the Vesta logo in their advertising and promotions, it is important to emphasize what the Vesta Awards are, and what they are not.

## **What They Are**

The Vesta Awards were created to recognize and honor companies and products for innovation in design and/or technology. Judging teams are made up of retailers, distributors, product designers, test lab engineers, affiliate leaders and industry experts, and are selected to be a balanced representation of different disciplines. No officer or employee of Village West Publishing (*Hearth & Home* magazine) participates in the judging process.

The awards are given for specific products, not for lines of products, and your advertising should reflect that fact.

## **What They Are Not**

The Vesta Awards are *not* endorsements of the winners by either the judging teams or *Hearth & Home* magazine. It is the policy of the magazine not to endorse any product.

Any mention of the Vesta Awards in advertising or promotions must adhere to the accuracy of these facts.

## **Vesta Logo**

The Vesta Logo has been provided to you for use in your advertising and promotional material. The Vesta Logo may be enlarged or reduced, but it cannot otherwise be altered.

Regards,

A handwritten signature in black ink that reads "Richard Wright".

Richard Wright  
President  
Village West Publishing

VILLAGE WEST PUBLISHING

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