

A Way Of Life Inc.  
1904 Coastal Hwy.  
Dewey Beach, DE 19971

Mar 22, 2023

Town of Dewey Beach  
Attn: Marketing Committee  
105 Rodney St.  
Dewey Beach, DE 19971

**RE: Dewey Beach A Way Of Life**

This letter is to confirm that we give the town of Dewey Beach permission to use “Dewey Beach A Way of Life” as the town slogan on their signage.

We will continue to sell “Dewey Beach A Way of Life” wholesale/retail as we have done in the past and will retain sole production rights.

If the town or any other vendors would like to sell “Dewey Beach A Way of Life” merchandise we can provide a wholesale price list and welcome new dealers. With the growing popularity of the slogan we will be updating our offering with new products this spring. We will stay true to our local roots with classic designs and welcome input from the town and others on new designs. We would like to offer a complimentary box of “Dewey Beach A Way Of Life” license plate holders to the town for new residents and to use for promotional purposes while we work together on a fresh promotional item of your choice.

Please let me know if you have any questions or would like to discuss further.

Best Regards,

<i>R. Harry Wilson</i>	dotloop verified 03/23/23 6:29 PM EDT 5HOC-7DYL-AP15-IMNO
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<i>Jason Wilson</i>	dotloop verified 03/25/23 9:07 AM EDT 4XJI-LH82-HEJO-AVAD
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Harry and Jason Wilson