

Exhibit 3.21—Sample Persuasive Message

Asphalt Zipper Company

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October 19, 20xx

Mr. Richard Armstrong, Director
Lehi City Public Works Department
120 East Center Street
Lehi, UT 84043

Dear Mr. Armstrong:

As the director of the street department of Lehi City, you are out on the streets every day working to maintain the quality of the roads. Did you know that saw cutting, chunking, and hauling asphalt away is not a completely efficient or economically beneficial method of street repair? Do you want to save time, labor, and money when completing your street repairs and utility work while also benefiting the environment?

Lehi's Public Works Department needs a machine that meets all of its street-repair needs but that is still affordable with its budget constraints. The Asphalt Zipper Reclamation Attachment allows you to do an efficient, durable, and economic repair on your asphalt by grinding your existing street material and recycling it into your existing base.

Your road-maintenance department will realize the following benefits by owning the Asphalt Zipper:

- Move your equipment easily from job-site to job-site at no cost
- Patch and recycle full-depth in minutes rather than hours
- Repair Lehi's roads in an environmentally friendly manner
- Save an average of 50-70 percent on all street-repair or utility work
- Complete four times as much work as you are currently completing

Call us at our toll-free number 1-866-760-7840 now for a free demonstration. *You have to see this machine in action!* Start saving time, labor, and money in your road repair jobs. When scheduling your demonstration, give our customer-service representative the password "new customer" to receive a 10 percent discount on your order, if your order is submitted within 60 days of the demonstration.

Sincerely,

Kristal Kareh
Utah Area Sales Representative