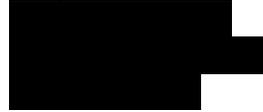




Amy Hu



28 January 2015

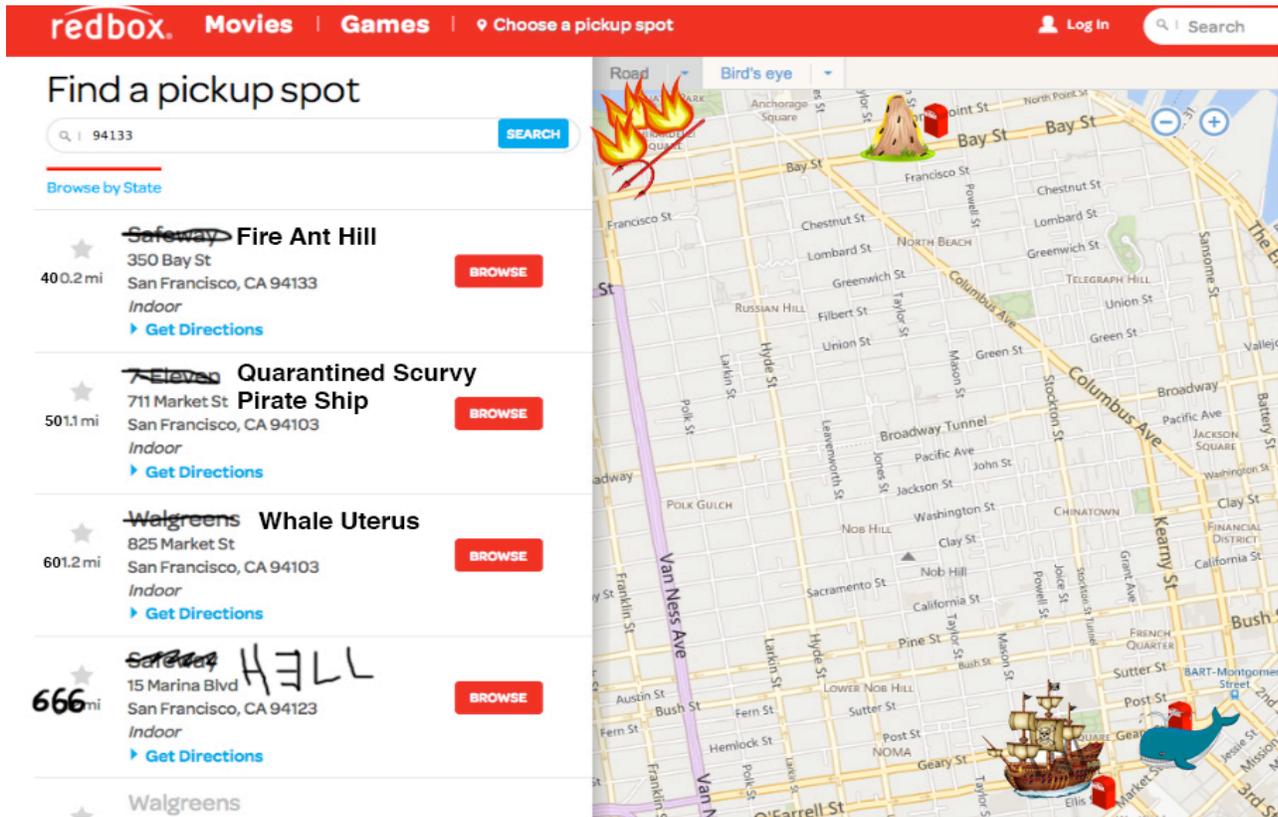
Paul Kim



Dear Mr. Paul Kim:

Upon examination of your current media entertainment options, it has come to my attention that your dire situation requires immediate action. My colleagues and I understand that you and your wife, Mrs. Melanie Kim (better known as Queen Melanie), have a few media choices that will “make do” for an average married couple in the bustling city by the Bay. This is troubling due to the fact that your medical records and social media approval rates prove that you both are anything *but* average. I regret to inform you that you are both, perhaps unbeknownst to only you, *highly above* average.

As part of a rare species of superior beings, mental stimulation is of utmost importance. Unfortunately, such needs are not up to HAAHB (highly above average human beings) standards at this time. First, your cable television is plagued by potato chip commercials (which are futile as we will consume such products regardless) and vehicle ads (which are also futile since Matthew McConaughey does not come with the purchase of a Lincoln). Though it is still an absolute necessity, such a form of media consumption can only go so far. A mind of your sophistication can only handle so many dramatic HBO families and wars surrounding miniature cakes. Secondly, DVD players are delicate machines. They require a regular insertion of a digital versatile disc with moving images and sound. Not only have DVD prices risen as gas prices fall due to statistical correlation, but Redbox Incorporation has made it impossible for you and your wife to reach its circular products:



Lastly, your quota for receiving postal mail is at an all time low. Those diagnosed as HAAHB are required to make use of the letter opener as frequently as possible (this gift was sent last month but may have been mistaken for a machete due to its size). As people who are not able to withstand those with less than 400 Facebook friends, you must continue to encourage others to spend “forever” on you and send correspondence (of the papyrus nature) to your apartment mailbox.

Do not be discouraged Mr. Kim. There is a simple solution to the unsettling facts mentioned. In 1997, two men in Scotts Valley, California by the names of Marc Randolph and Reed Hastings developed a system for mailing movies right to your door. A decade later, the company decided to adapt to the video-on-demand model and began streaming. This complex system that has changed the course of humanity for the better is known as: Netflix [*net – flicks*].

This service fills the voids of entertainment your cable television creates, doesn't threaten your life in retrieving DVDs, and assists you in meeting your postal quota. It is not too late for you. I highly advise you invest \$8 a month into this. This is the first notice you will receive Mr. Kim. Thank you for taking time to resolving this matter.

Sincerely,

Amy Hu
Netflix Enthusiast
Blood Sister of Melanie