

Dear XX,

Since you are a valued customer of **Your Agency Name Here**, we're pleased to share with you a very special offer that's available starting today. In an effort to help combat distracted driving tragedies in our community, the Arbella Insurance Foundation ("Arbella") is making a text-blocking technology solution more affordable for parents.

Arbella is subsidizing the purchase of a [Cellcontrol](#)™ device and a one year subscription to their enhanced monitoring service (retail price \$125, price with Arbella discount \$25*) for the first 700 people who sign up using a discount promo code. After the first 700 are sold, the cost will be \$60 – still a deep discount from the retail price!

We will provide a promo code for anyone who is interested. This offer is available to all members of the public, regardless of where they purchase auto insurance or who their insurer is. Neither Arbella nor our agency receive any money or have any financial interest in Cellcontrol. Our goal is simply to help parents keep their young drivers safer behind the wheel at an affordable price.

Cellcontrol's award-winning technology eliminates the temptation to talk, text, email and surf the web while driving. The device (called a "trigger") plugs into the on-board-diagnostics (OBD) port in your car and gives you the power to manage a driver's phone usage while the car is in motion. It disables texting while the car is in use and can also be programmed to block incoming and outgoing calls, apps, email and web browsing if desired.

If you have a teen you think may be helped by this technology, be one of the first to call for the \$25 promo code by contacting **Agency Contact Name at Agency Name with email link and/or telephone number.**

Please let us know if you have any questions or concerns.

Best,

XX

**limited supply, \$60 thereafter. Cellcontrol works with all Androids, BlackBerrys, and most Windows mobile phones. Cellcontrol plans to offer iPhone functionality in the near future.*