

Year of the Rabbit

The new year is a time to look for luck. And rabbits have a reputation for good fortune well beyond the Chinese calendar.

For example, there's the old tradition of saying "rabbit, rabbit, rabbit" first thing on the first day of a new month to bring you luck. And of course the gruesome superstition that a rabbit's foot is lucky — though, as has been said, not so lucky for the rabbit.

But what if you're not superstitious? What good is a talisman like a rabbit's foot to you?

There's a story of the atomic physicist Niels Bohr (Copenhagen, Cambridge, Los Alamos) being challenged by a student to explain the horseshoe he kept for luck on his desk. How could he, a man of science, believe in such a thing? Bohr (supposedly) replied, "I understand that it brings you luck whether you believe in it or not."

And anyway, how's this for lucky?

Just to prove our point, the new year is already off to a lucky start: our special offer from the 4th Bin for America Recycles Day has been extended.

If you still have old computer components and other electronics stashed in your closet, make sure you don't just toss them in the trash. The 4th Bin will handle proper recovery, recycling, and repurposing of and toxic materials. Go to macktez.com/recycle to sign up for a discounted e-waste pick-up.

News

We are lucky to announce three new additions to our Team.

Dominic Ferrantelli came to our attention because of his appreciation for old and new technology: he collects classic computers and LaserDiscs, builds home servers of many varieties, and has worked in the virtual phone VOIP industry before finding his way to us.

Erik Smith is a life-long tinkerer, starting with his first Radio Shack 150-in-1 Electronics kit. His dad, an IBM field engineer, would bring home parts of mainframes for him to play with. Today he collects, repairs, and sells vintage toy robots.

And Nate Smith has returned to the Team from a three-year world tour with his band, Shy Child, promoting their 2007 release, "Noise Won't Stop," and 2010's "Liquid Love."

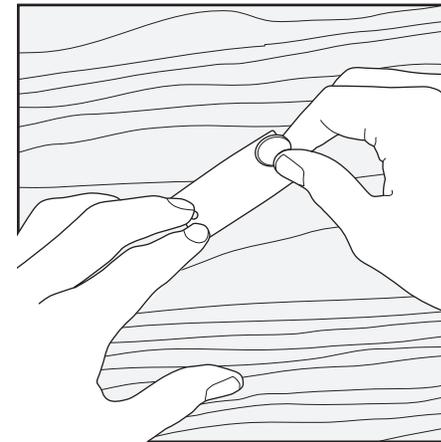
— The Team at Macktez

Who wants to get lucky?

Everybody loves a rabbit story — the Easter Bunny, Bugs Bunny, Alice's White Rabbit, Harvey, you name it. Some people see a rabbit in the full moon, some people pull rabbits out of hats. But only a very special rabbit can make your whole year lucky.

The rabbit is considered the luckiest animal in the Chinese zodiac, so we're hoping this will automatically be a good year for everyone we know. But we thought we'd get the ball rolling by mailing out our own little bit of luck.

STEP ONE

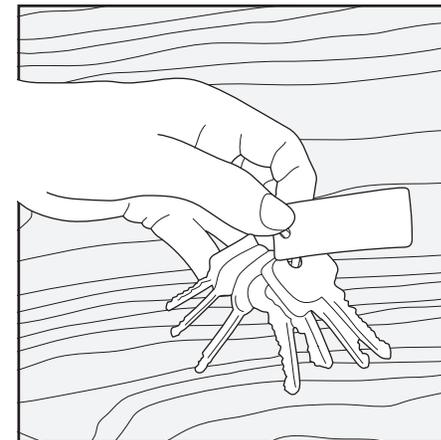


So what are you waiting for?

Scratch off the silver rectangle to see whether your new year's rabbit is lucky. If you reveal the words "Lucky Rabbit" you are a winner!

Don't forget to let us know. Email lucky@macktez.com with a picture of the winning tag and we'll send you a \$50 gift card.

STEP TWO



We want to help every one of you have luck this year, not just our ten prize winners, so our instant scratch-off game doubles as a cruelty-free lucky charm.

Hook the simulated rabbit's foot onto your key chain to carry some luck with you everywhere you go.