

Dear Friends.

beTweens is embarking on a new chapter. With that comes some pretty significant changes. Lot's of changes...**WHERE DO I START?** As many of you that have been longtime customers know, our business has been a constant evolution. As a result, our product offerings have become very diversified and include everything from Girl's Apparel to dancewear to Screen Printing and everything in between. It has never been our intention to do so many things under the same umbrella. We want to have a diverse product offering, but at the same time, we want to be able to do what we do very well and in order to do that, we have to have some focus.

After much consideration, we have decided to drop our "Tween Girl's Apparel & Accessories" product lines. What does that mean? Well, primarily, we will no longer be carrying tween girls specific fashion clothing and shoes. We will still carry some accessories and gift items.

We will still carry all of our Dance, Cheer, and Gymnastics apparel and accessories. We will also continue to focus on school themed Spirit wear and gift items. In fact, we will be expanding the "Spirit Shop" to have an extensive offering of collegiate school themed apparel and accessories.

Here is what is exciting. beTweens is no longer just a "Girls's Store". Because of these changes, we will also stock items for boys and girls as well as men and women. We will continue to offer screen printing services and hope to be able to serve you even better in that area. We will also be adding Promotional Products to our products line. Let us know if you need promotional products for your business, church, school or organization.

Because of these significant changes, we felt like the "beTweens" name didn't really fit the business like it used to. As a result we are changing the name. Our new name will now be "Backstage". You may see it in several forms (i.e. Backstage Graphics, Backstage Dance, etc. etc.), but it is still Backstage!

One more thing... As if all of the above wasn't enough to take in, WE ARE ALSO MOVING! Starting in February, we will be located at 100 Tall Pines Ave, Suite 10 in the Tall Pines Shopping Center located just off Judson Rd.

We need your help to spread the word. We love to work with our customers and truly love coming to work each day

We look forward to seeing you soon!

A handwritten signature in black ink that reads "Josh and Jill Couch". The signature is written in a cursive, slightly slanted style.