

RUDY GIULIANI

Thursday Morning

Dear Friend,

I believe in solving problems through strength, not weakness - from optimism, not pessimism.

I've seen the everyday courage and character of Americans across our country. I've seen people build something from nothing, stand up to corruption and fear. I've witnessed resilience and strength. I have good reason to believe in the American Dream and the remarkable things we can achieve together.

I am running for President because when I look to the future, I see a country where Americans are confident our nation is in control of its destiny.

I am passionate about seizing our opportunity and sharing a vision of how America can be better. I want your help to begin that work today.

When I was first elected Mayor, we looked at the places where the City, or bureaucracy, or corruption, were taking away people's pride. We focused resources -- we took on the problems directly.

Wages, hard work and ingenuity were overtaxed and overregulated. Too many people felt like they couldn't get ahead if they worked hard and played by the rules. So we took decisive steps to restore fiscal responsibility, reducing or eliminating 23 taxes while turning an inherited \$2.3 billion budget deficit into a multi-billion dollar surplus.

When I was elected Mayor, one in seven New Yorkers were trapped in a life of government support. So we took on the state-sponsored cycle of dependence. We turned "Welfare Offices" into "Job Centers." We implemented a welfare-to-work initiative that succeeded because we gave people a hand-up, not a hand-out.

We cleaned up the streets. New York City -- once considered the crime capitol of the country -- soon was recognized by the F.B.I. as the safest large city in America.

We were successful because we refused to define deviancy down - instead we raised expectations, moving from an era of entitlement to an age of accountability. We increased people's sense of individual responsibility and took on entrenched special interests in the spirit of my mayoral campaign slogan, "one city, one standard."

I'm writing you because you are someone who makes up your mind early. You are influential in your community and it would mean so much to have you join my team as one of its founding members.

I've enclosed your First Edition Team Rudy Member Card. I'd be honored if you'd activate it and help me run a strong campaign with your gift of \$1,000, \$500, \$250, \$100, \$50, or even \$25. If you can send it today, our grassroots work can begin immediately.

(over, please)

www.JoinRudy2008.com

Page Two

We stand at one of the most crucial points in the history of our nation.

Like you, I believe we must look toward the future and reassert our core values of individual freedom, fiscal responsibility, respect for the rule of law, and a commitment to staying on offense against terrorists at home and around the world.

And while we pray for a successful outcome in Afghanistan and Iraq, our ultimate victory will not just be a military victory.

Our victory over terrorism will also be a victory of ideas and vision. We will lead the world if our actions at home match our passion for freedom and commitment to reform abroad.

We have all seen entire cities change in our lifetimes. We've seen the good that can happen when a leader takes responsibility for the state of his city, and we've seen the damage that can occur when elected officials resign themselves to drift and decline.

When I took office, people were overtaxed, afraid of crime and felt like they were losing control of their own lives.

Drawing upon the "Broken Windows" theory of policing, we cracked down on quality-of-life crimes such as aggressive panhandling, graffiti, and drug dealing. We transformed places like Times Square into a safe destination for theatergoers and sightseers.

The City launched an aggressive initiative against drunk drivers, and implemented a ban on sex shops within 500 feet of residential neighborhoods, churches, and schools. And we acquired more than 2,000 acres of new parkland - the most in 50 years.

To usher in an era of American renewal based on our shared Republican values, we must uphold our priorities and demand accountability.

We will impose discipline on the budget. By doing so, we will reclaim our Reagan tradition as the Party that understands the importance of a fiscally conservative approach to government.

At the core of our approach to reform is the basic concept of a social contract - that "for every right there is a duty, for every benefit an obligation."

I believe that every parent should have the ability to send their child to the school of their choice, be it public, private, or parochial.

We cannot be discouraged or cynical in the wake of our Party's midterm losses. We need to return to our roots as the Party of optimism, the Party of freedom, and the Party of the future.

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Page Three

For the Republican Party to win the presidency in 2008 and take back the majority in Congress, we must wholeheartedly embrace our core principles.

We must remember all of the extraordinary things the Republican Party has accomplished.

From the first Republican President, Abraham Lincoln, to Ronald Reagan and to George W. Bush, our Party's greatest contribution is to expand freedom in our own land and around the world.

When I say we should reduce taxes to stimulate the economy, I say it because I did it and saw it work.

Too many Americans today doubt the ability of those in government to get things done. I can't say I blame them. There were many who doubted we could turn around New York City. But we did.

As Mayor, I stood up to the politics-as-usual agenda, held fast to my principles of reform, and proved that:

- Tax relief creates jobs and helps families.
- Respect for the rule of law matters.
- Giving people more control over their own lives brings the dignity of self-sufficiency.

Our Party is at its best when we make certain we have a powerful national defense in a still dangerous world.

The United States faces serious challenges on issues ranging from the War on Terror and Iraq to energy, immigration, and education in an increasingly competitive world. Each of these will be difficult to overcome. But they are far from impossible.

At a time of war and danger, the Republican Party must nominate a proven leader. At a time when Americans want to feel renewed confidence, the Republican Party must boldly lead in this direction.

Having strong beliefs and the courage to stick with them through popular and unpopular times is an essential characteristic in our next president.

In this campaign, I know I will be tested. I respect the competitive nature of campaigns (I am, after all, from New York). The attacks will come from the professional partisans. I believe in looking past the rhetoric and instead focusing on the record.

As the strongest nation on earth, America's strengths far outweigh our challenges.

We will see an end to global terrorism and renew America's optimism about the future. I can see it. I believe it.

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Page Four

I want your help to call our country to confidently respond to our challenges at home and abroad. It would be a great help to know of your early support.

Please let me know right away if you accept the enclosed member card and agree to join the Team Rudy Committee. I need your help to win. Thank you for your consideration, and may God continue to bless America.

Sincerely,



Rudy Giuliani

P.S. If you agree our nation's next president must be a proven leader and reformer, I hope you will join my team today.

Paid for by the Rudy Giuliani Presidential Committee, Inc.
295 Greenwich Street, #371, New York, NY 10007