

ULTIMATE WASH[®]

and **DETAIL CENTER**

September 26, 2006

Brad Lubinger
Town Planner
21119 Halworth
Beachwood, Ohio 44122

Dear Brad,

I wanted to take this opportunity to give you some feedback about the advertising that Ultimate Wash of Hudson has done in your advertising piece *Town Planner*. This was my first year using *Town Planner*, and I must say that its results have far exceeded my expectations.

Your professionalism in sales, as well as your contribution with the ad creation was a pleasant change from what many of your competitors offer. The Ultimate Wash coupons were placed in the middle calendar months, but I began receiving them at the very beginning of January. In fact, the coupons have been coming in at an amazingly consistent fashion throughout the year. I am still receiving them at this date in late September.

I contribute the success of *Town Planner* to its slick and easy to use format. Congratulations! As you know, I am already a customer again for next year.

Sincerely,

Patrick Riley
Proprietor
Ultimate Wash



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