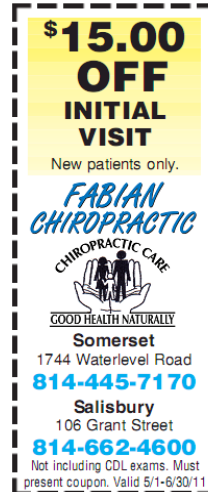
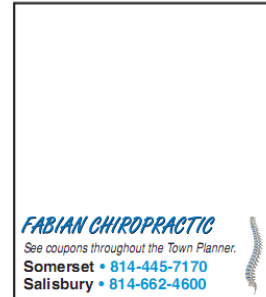


Kelly Fabian, Owner  
Fabian Family Chiropractic Care  
1744 Waterlevel Road  
Somerset, PA 15501 and  
106 Grant Street  
Salisbury, PA 15558  
January 24, 2011



May



Dave Fiola  
Town Planner  
PO Box 4451  
Hidden Valley, PA 15502

Dave:

Just wanted to drop you a note quickly to tell you how pleased I am with the Town Planner.

I know it's early in the year, but we are getting a very robust response from our ad campaign. I must say I'm so glad to have made the decision to participate in the 2011 Somerset Edition! As of the 3<sup>rd</sup> *day* in January, we have received 3 coupons back and going into the last week of January, we continue to see a steady stream coming in. The best part is the business being generated is *NEW* business (our offers were for new patients only) and represents the potential for ongoing revenue!

I had a good feeling when you first presented the Calendar to me. The Town Planner is direct mailed to everyone in the community. They keep it and use it daily and that gives my business the best chance to be seen! And when somebody decides that they need a chiropractor, we are right there on the refrigerator waiting for them!

Sincerely,

Kelly Fabian  
Owner, Fabian Family Chiropractic Care