

Emilio's Cleaners

Edina, MN

February 19, 2013

Potential customers of Town Planner:

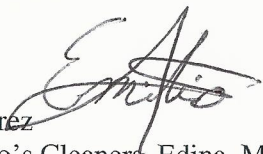
Emilio's Cleaners began advertising in the Town Planner calendars in the 2013 Edina edition. The calendars came out around December 10, 2012 and we immediately began seeing a positive response. We have seen many new customers and solid repeat business as a result. As of February 15, the sales generated have nearly covered our entire investment in the calendar advertising. And we still have over 10 months to go for 2013! That is a big win for us.

I like the strong community focus of Town Planner and the year-long visibility and exclusivity that my dry cleaning business enjoys from being a sponsor of the calendar. It has exceeded any of the other branding/coupon publications that we have tried. And the new customers generated will continue to be a source of sales for my business for the future.

I am happy to lock in my renewal space for 2014 and expand my ads to more months of the calendar. Town Planner is also providing me a unique way to promote my weekly discount day for shirts- it will be on the calendar for people!

Tony has been helpful and professional throughout the process, and the Town Planner ad design team has done a great job. Because of the great results and the positive experience I recommend Town Planner to any other businesses that are considering working with them.

Sincerely,



Emilio Gutierrez
Owner- Emilio's Cleaners, Edina, MN

<p>New Customer Offer</p> <p>30% OFF Entire Order (Dry Cleaning & Shirts)</p> <p><small>Not valid with other discounts. Expires 12/31/13</small></p> <p><i>Emilio's Cleaners</i></p> <p><small>Pickup and Delivery Available! Sign up online! We use Environmentally Safe Products</small></p> <p>952-406-8214 7043 Cahill Road • Edina Emilios-Cleaners.com</p>	<p>\$1.79 Shirts \$3.79 Garments No Limit</p> <p><small>Excludes household items & winter coats Expires 12/31/13</small></p> <p><i>Emilio's Cleaners</i></p> <p><small>Pickup and Delivery Available! Sign up online! We use Environmentally Safe Products</small></p> <p>952-406-8214 7043 Cahill Road • Edina Emilios-Cleaners.com</p>
--	---