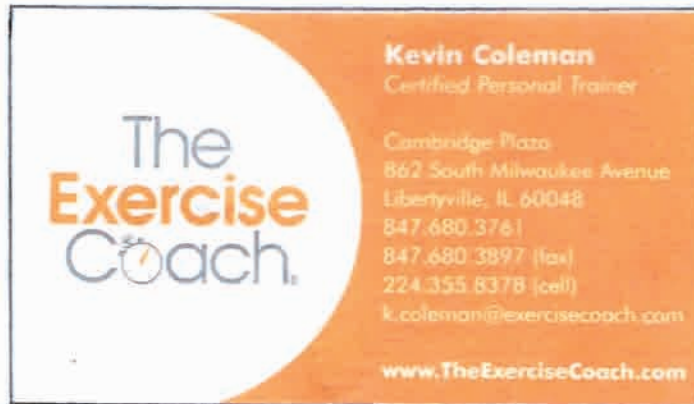


April 25, 2012



Dear Barb & Rich,

I want to thank you for introducing us to the Town Planner Calendar as an advertising opportunity. As you know, it took me awhile to appreciate the value of being part of a calendar, because I had never encountered a calendar as complete as the Town Planner, and I didn't realize how many households would actively use it.

I'm very happy to report that we had a number of prospects call as a result of our ad in the Town Planner, and one of them has become a "raving fan" client. The calendar has produced more than I expected, and we're only one third of the way through the year!

I'm looking forward to seeing what the rest of the year produces, as people see our name month after month.

Thanks again for introducing us to the town Planner Calendar!

A handwritten signature in blue ink that reads 'Kevin Coleman'.

Kevin Coleman
Owner, The Exercise Coach in Libertyville & Palatine

An advertisement for The Exercise Coach. At the top left is the logo 'The Exercise Coach' with 'The' in grey, 'Exercise' in orange, and 'Coach' in grey. To the right of the logo is the tagline 'Changing The Way You Think About Exercise' in a smaller font. Below the logo is the text 'Achieve The Results That Matter Most To You With No More Than Two 20-Minute Sessions Per Week'. Underneath that is a call to action: 'Try Us Out - Four Free Visits CALL NOW!'. Below the call to action is the text 'First time clients only. Not valid with any other offer. Expires 12/31/12'. At the bottom left, it says 'Valid Only at: Cambridge Plaza • Libertyville 862 S. Milwaukee Ave 847-680-3761 TheExerciseCoach.com'. On the bottom right, there is a small photograph of a person working out on a treadmill.