



8829 Jefferson Hwy | Osseo, MN 55369 | 763-493-6900 | anytimefitness.com

March 24, 2014

Dear Brian,

I'd like to start by thanking you for all of the hard work you do with Town Planner and for putting together an amazing publication. The calendar is jam packed with some of the best local businesses in the Maple Grove area. I am grateful to have been able to include Anytime Fitness – Osseo to the list of businesses in the 2014 edition.

When we first discussed the possibility of advertising in Town Planner I was only a few short months into my ownership of the gym and was not really sure the best way to maximize my limited advertising budget. There are so many good advertising publications in the local area to choose from. I knew they would all hit my target market but wasn't sure which would actually bring in the customers. After meeting with you, seeing the calendar and realizing how much exposure it would create for my business, I jumped at the opportunity. And am I ever glad that I did! Within the first month of the calendars' distribution I had a 150% return on my investment. Simply amazing! The best part is that Anytime Fitness – Osseo has seven more ads throughout the rest of the year.

Town Planner is far and away the best advertising investment I've made in my short time as a gym owner. I would strongly encourage all Anytime Fitness locations to lock out the competition and grab their spot in the coming year's publication.

Sincerely,

Mike Wiley
President
Alpine Fitness, LLC dba Anytime Fitness - Osseo

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