

April 11, 2013

Tony Selinger  
Town Planner Community Marketing  
222 2<sup>nd</sup> St SE  
Minneapolis, MN 55414

Hi Tony,

Although I have only been advertising as a sponsor of the Town Planner Community Calendar for one year, the decision I made was well rewarded. The previous owner of these stores swore by your calendar and boy was she right!

I see coupons being redeemed all the time. It brings people in the door and the offers allow me to sell my products profitably, as opposed to a deep discount online. In addition, people tend to purchase additional items or bring someone else along and that increases the results further.

I also appreciate your straight-forward sales approach and the fact that I am able to customize the coupons based upon my business needs and market trends. I've said no to countless other advertising options, but this approach was a no-brainer for me in connecting with the families in the community.


I would definitely recommend Town Planner to other business owners in the area. Great job Tony!

Sincerely,



Andrew Furber  
Owner/Manager  
Dunn Bros Coffee  
Linden Hills – 50<sup>th</sup> & Xerxes  
Minneapolis, MN

**\$2.00 OFF**  
The Purchase of  
1 Pound of Beans



THE LOCAL FLAVOR OF  
**DUNN BROS COFFEE.**

Valid at Linden Hills and  
50th & Xerxes locations

Not valid with any other offers.  
Expires 12/31/13 SW

**BOGO**  
Buy one, get one free  
of equal or lesser value.  
Valid after 3pm only.  
Happy Hour at Dunn Bros!



THE LOCAL FLAVOR OF  
**DUNN BROS COFFEE.**

Valid at Linden Hills and  
50th & Xerxes locations

Not valid with any other offers.  
Expires 12/31/13 SW

**\$2.00 OFF**  
Any Large Espresso Drink  
or Ice Crema

THE LOCAL FLAVOR OF  
**DUNN BROS COFFEE.**

Valid at Linden Hills and  
50th & Xerxes locations

Not valid with any other offers.  
Expires 12/31/13 SW