

March 23, 2011

Mr. Tony Selinger
Town Planner Community Marketing

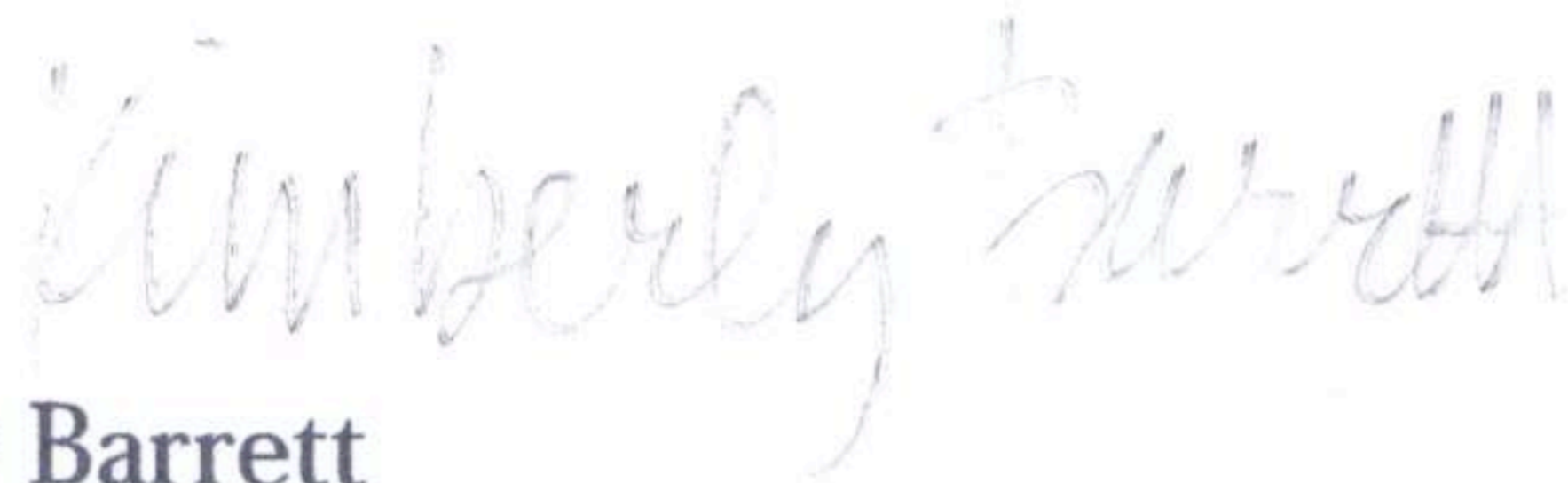
Dear Tony,

We wanted to share with you our perspective on advertising in the Town Planner Community Calendar. First, we appreciate the personable and sincere approach you take when doing business. The marketing program options are straight-forward and transparent, making our decisions easier. Also, the community focus is attractive to us- we can feel good about appearing in Town Planner, and the connection to local families is a huge win. We have received many positive comments from people who have seen us in "that nice calendar!"

We value the branding exposure in Town Planner, but also have the affirmation of seeing the coupons come back from customers each week. There is no doubt our ads are being seen in the community and the new customer traffic coming through our door brings it all together. That said, we are pleased to renew our participation for the 2012 edition.

We suggest that other business owners consider Town Planner as an effective way to deliver their message to local families and build their customer base for the future. Thanks for making us aware of this great approach to local marketing in our community.

Sincerely,



Kathy Rendleman and Kimberly Barrett

Owners

Seven Stars Coffee House

70th and Cahill Road

Edina

952-345-3380

