



April 29, 2015

**Potential Customers of Town Planner:**

I have just renewed and expanded my advertising program with Town Planner Community Calendar after being very pleased with the response to our coupons. We have seen many new and subsequent repeat customers in our restaurant because of Town Planner. I will say without hesitation that it is a very good investment of my advertising budget.

We see the coupons come back on a regular basis and I like the fact that I can rotate my offers throughout the calendar months. Add in the TownPlanner.com web and mobile coupon program and we receive great value for our dollars spent.

The community aspect of Town Planner and the local area mailed first appealed to me, and the positive return on investment has sealed the deal for my continuing participation in the Edina/Minneapolis Town Planner calendars.

Sincerely,

**Chris Smith**  
**Owner, Schlotzsky's of Edina**  
3425 W 66<sup>th</sup> St  
Edina  
952-922-2530

**FREE Sandwich**  
with purchase of sandwich of equal or greater value

3425 W 66th St • Edina  
**952-922-2530**  
www.schlotzkys.com  
Expires 12/31/15. Not Valid with other offers

**FREE Chips & 20oz Drink**  
with purchase of a medium sandwich

3425 W 66th St • Edina  
**952-922-2530**  
www.schlotzkys.com  
Expires 12/31/15. Not Valid with other offers