



September 1, 2009

Dear Maria,

I wanted to take the time to tell you about the overwhelming response we've received from the Town Planner Calendar coupon.

When we decided to commit to the 2009 calendar last summer, it was with hopes of increasing business during off-peak times of the year. Being a restaurant, we do experience a shift in business expectations from Mother's day to Thanksgiving. Putting the two different offers not only kept people coming in during that time frame, but we were seeing redemption throughout the year as well.

I would have to definitely say that people DO pay attention to the offers included with your calendar every year. If you put a good enough offer in, it will get noticed and people will use them.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Fletcher", written over a horizontal line.

Chris Fletcher  
General Manager