

April 2, 2013

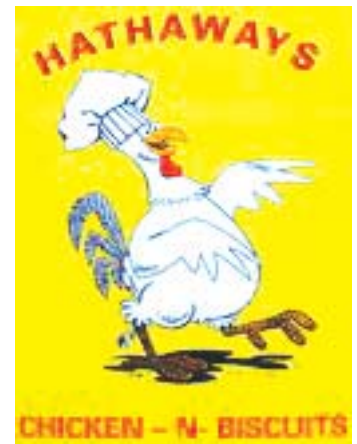
Hathaway's Chicken and Biscuits

I just wanted to communicate how pleased I am with the results I see from the Town Planner Calendar. At first, I was very hesitant to advertise in the Town Planner and didn't participate the first year. I just didn't feel it would reach my target customer. The second year I was convinced to give it a try.

I have been pleasantly surprised at the results. It pays for itself several times over. I expected all the coupons to be redeemed the first month but surprisingly they continue to come in almost consistently throughout the year. This shows the date messages serve as a reminder to visit my restaurant even on months I don't offer a coupon.

I have been part of the calendar for 3 years and as in previous years, the coupons continue to stream in and help my business grow.

Brian Ferry
Owner, Hathaway's Chicken and Biscuits



50 Wings \$22 HATHAWAYS CHICKEN-N-BISCUITS 704-283-5187 Expires 3/31/13	\$6 OFF \$25 HATHAWAYS CHICKEN-N-BISCUITS 704-283-5187 Expires 12/31/13	Family Picnic for 4 \$15 (includes drinks). Mon-Sat 4-9pm HATHAWAYS CHICKEN-N-BISCUITS 704-283-5187 Dine In Only. Valid 6/1 - 12/31/13	Family Picnic for 4 \$15 (includes drinks). Mon-Sat 4-9pm HATHAWAYS CHICKEN-N-BISCUITS 704-283-5187 Dine In Only. Expires 12/31/13
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FREE Chicken Meal (equal or lesser value) (Buy 1 get 1 free w/purchase of 2 drinks) HATHAWAYS CHICKEN-N-BISCUITS 704-283-5187 Valid June 1 - Dec. 31, 2013	SENIOR BREAKFAST \$1.59 gravy biscuit with coffee or tea HATHAWAYS CHICKEN-N-BISCUITS 704-283-5187 Expires 12/31/13	FREE Gravy Biscuit With purchase of a drink HATHAWAYS CHICKEN-N-BISCUITS 704-283-5187 Valid June 1 - Dec. 31, 2013	Breakfast Special BUY 1 GET 1 1/2 OFF HATHAWAYS CHICKEN-N-BISCUITS 704-283-5187 Valid June 1 - Dec. 31, 2013	Breakfast Special BUY 1 GET 1 1/2 OFF HATHAWAYS CHICKEN-N-BISCUITS 704-283-5187 Expires 12/31/13
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704-283-5187 Race into Hathaways for Hot Wings CHICKEN-N-BISCUITS	704-283-5187 Let Hathaways Catering Your Easter CHICKEN-N-BISCUITS	704-283-5187 Hot Wings at Hathaways CHICKEN-N-BISCUITS	704-283-5187 World Famous Homemade Chicken Salad CHICKEN-N-BISCUITS
704-283-5187 Order Your Deep Fried Turkey Now CHICKEN-N-BISCUITS	704-283-5187 Dinner Specials (Includes Drink) CHICKEN-N-BISCUITS	704-283-5187 Lunch Specials (Includes Drink) CHICKEN-N-BISCUITS	704-283-5187 Let us cater your next Business Luncheon CHICKEN-N-BISCUITS
704-283-5187 Hathaways Caters All Occasions CHICKEN-N-BISCUITS	704-283-5187 Fried Chicken, Tenders, Livers, Taters CHICKEN-N-BISCUITS	704-283-5187 Fried Chicken, Tenders, Livers, Taters CHICKEN-N-BISCUITS	704-283-5187 Breakfast \$1.99 Mon-Sat CHICKEN-N-BISCUITS