



Pheasant Lane Mall

Perry Spearman
Town Planner Nashua

October 12, 2007

Dear Perry,

I wanted to take this time to let you know about our experience this past year with the Town Planner Nashua. As you know, we started 2007 as our first year with the Town Planner and so far have had good success. We have redeemed over 1,000 coupons so far this year and I am expecting to receive even more this holiday season. Anyone in the restaurant business should be using the town planner as a great way to market their business.

My initial hesitation for using the Town Planner as a marketing tool for my business stemmed from this question: "Do people actually keep the calendar for the whole year and use the coupons throughout it as well?" I think we've answered that question this year. We have consistently seen an average of 100 coupons per month. It has given us a chance to reach out to our customer base and increase awareness about Chick-fil-A in this market. Thanks again for all that you do to make Nashua's Calendar a success. We are looking forward to an even more successful year in 2008 as we continue to work with you and the Town Planner!

Best Regards,

Charles Bohs
Owner/Operator
Chick-fil-A @ Pheasant Lane Mall



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