



May 8, 2007

Dear Candy,

I wanted you to know how happy I am with the results of the Town Planner Community Calendar.

As of April 28th, our total has been right at about 2% (556 coupons returned). Obviously, the BOGO has had a better return (535 – 21). It's the better offer and it ran in February. The Buy 3 coupon isn't until September.

We know that BOGO's have the highest return, but wanted to try to push the total sale with the Buy 3. So far, that's worked – the BOGO average sale is \$3.32 while the Buy 3 average sale is \$8.29.

This was our first year on the calendar, and we are quite impressed with the exposure and redemptions. We'll renew for next year and maybe even add a month and a few new communities. (and change that buy 3 coupon)

Thanks Candy, for giving Auntie Anne's Pretzels the opportunity to grow our business and provide the community with a fine calendar and resource guide.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Radtke".

Rick Radtke

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