

Thomason Family Holdings, LLC

D/b/a

Bullritos Lafayette

January 20, 2012

Re: Mandi Pooler, Lafayette Town Planner

Dear Prospective Client:

The restaurant industry in Lafayette is a very competitive environment. I recently opened Bullritos (Burritos and Ritas) knowing I have a great product, but a very limited advertising budget. I needed a cost effective way to generate traffic.

One channel of marketing I used was placing an advertisement and coupon in the Lafayette Town Planner calendar. I first purchased space in the University of Louisiana Lafayette calendar last summer and saw results immediately. Six months later, I still average a redemption rate of two coupons per day. This has exponentially covered my upfront costs of advertising in Town Planner. It also generates traffic giving us an opportunity to create repeat business.

Three months ago I decided to put the same coupons in various zip code versions of Town Planner. The coupons are coded by zip code in order to track where my traffic is generated. We have already seen positive results from this decision to purchase space in the zip code calendars.

I recommend using Town Planner. The value of this advertising medium is traceable and more affordable than other methods. I will continue using Mandi and Lafayette Town Planner due to the success it has brought my new venture. I am very grateful for the customers Town Planner has brought to Bullritos.

John Reily Thomason

Bullritos Lafayette

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