



March 8, 2007

Dave,

Our new computers have finally provided us with hard numbers for our marketing campaigns with the Town Planner. The 15 coupons we get each week didn't seem like much until I looked at the numbers for the whole year.

Our 2006 results totaled 780 coupons with an average sale of \$11.00 from the coupon offer alone. We are still unable to account for all of the add-on sales that come with the pizza orders generated by the Town Planner. Without the add-ons, our sales were \$8,580.00. When I take out the cost of the food and the cost for the Town Planner, I am still left with a net profit of \$4,506.00.

Rick Knesebeck

Georgio's Oven Fresh Pizza Co.

