

November 23, 2007

Perry Spearman
Town Planner
13 Cushing Avenue
Nashua, NH 03064

Dear Perry,

Thank you for meeting with me recently and discussing the importance of advertising. A small business like mine does not have the huge advertising budget of a larger company. My advertising dollar has to go far.

When I first heard about the Town Planner Calendar, I wasn't sure if it was an advertising medium that I was interested in. But then I got my calendar and put it up. Then I visited other people's home and saw it on their walls too.

I once read that an ad has to be seen 27 times in order for the person to realize that they even saw it. And then it hit me. My ad could be seen everyday for an entire month. Wow, what more could I ask for. I also like the exclusivity of the Town Planner. I am not competing against similar businesses like I would be in a telephone directory.

So, when you called me recently, I had already decided that the Town Planner was something I wanted to be connected with.

Thank you so much for all your help with my ad. It's a pleasure working with you. I look forward to a prosperous New Year.

Sincerely,



Rita Souza
Everclear Electrolysis
238 Central Street
Hudson, NH 03051



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