



April 15, 2011

Brian Burnstein
Publisher
Minnesota Town Planner

Dear Brian,

I am happy to share my thoughts on being a sponsor of the Minnesota Town Planner. A few weeks ago we signed up for our 4th consecutive year of sponsorship. In fact, we signed a 2-year agreement for 2012 & 2013. Why? There are several reasons but, most importantly, is the year round visibility that your calendars provide us. It is very important for our business to brand and communicate to local families that we provide outstanding products and services at a competitive price. Appearing each month in the Town Planner is a cost effective way for Heating & Cooling Two, Inc. to stay in front of our target market all year long.

I would be remiss not to mention a second key factor for our continued relationship - EXCLUSIVITY! There are plenty of local heating and cooling options in the Maple Grove area and locking out our competition from appearing in the calendar is very valuable to us. I would highly recommend the calendar to other business owners that are looking to support their local community and stay visible throughout the year. I look forward to continuing our relationship for many years to come.

Sincerely,

Bill Hausmann
Vice President
Heating & Cooling Two, Inc.

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