



# **BIG SCOOPS**

Homemade Ice Cream & Yogurt

March 19, 2006

Dear Murray,

As you remember, we were skeptical about investing our limited resources in your calendar. We opened only a few months ago, and other advertising ideas we tried have not met our goals.

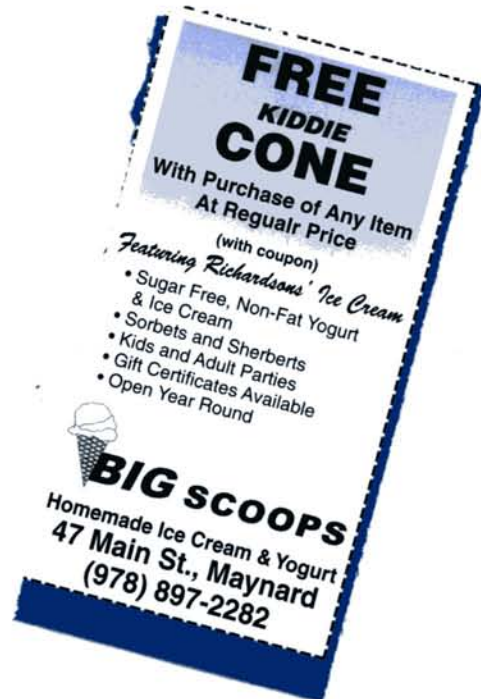
I must say, however, that the Town Planner has been the best way to get our name "out there". Not only has the coupon redemption been tremendous, but we have gotten new customers who previously never knew we existed.

Also, people are telling us that they love the info in the Calendar, and they thank "us" for it.

The Town Planner is a winner in Maynard!!

Sincerely,

Faye Kogos



**47 Main Street, Maynard, MA 01754-2507 • (978) 897-2282**