



Montecore LLC  
DBA MGM Wine & Spirits  
16475 96<sup>th</sup> Avenue North  
Maple Grove, MN 55311

October 22, 2012

Potential customers of Town Planner:

MGM Maple Grove began advertising with Town Planner in the 2012 calendar year. Since the calendars were delivered in mid-December, 2011, over 350 coupons have been redeemed for an average of about 1.33 per day. Each coupon delivers a net average purchase of \$78, compared to our average transaction of \$25. That translates to about \$1,900 of additional sales per month. Our customer count is also up 5.2% over last year, which can be attributed to the new customers we have gained through Town Planner and other advertising.

Given the tremendous success we have experienced with Town Planner this year, it is with no hesitation that I have decided to renew for 2013. Brian Burnstein is straightforward and professional. I decided which months in which we wanted to advertise, and his team took care of the rest, including the coupons' design. Brian also shares customer feedback, which has proven to be very positive for our store. Sincerest thanks to Brian, Tony, and team for all their hard work!

Cole Pederson, Owner  
MGM Wine & Spirits - Maple Grove

**\$10.00  
OFF**  
Wine or Liquor  
Purchase over  
\$75.00

**MGM**  
WINE & SPIRITS

Maple Grove

*The largest  
variety of Beer,  
Liquor & Wines  
at the  
lowest price!*

16475 96th Ave N • Maple Grove  
**763-494-4911**  
Total purchase excludes tax and  
sales items. May not use with  
other discounts. Expires 7/31/12