



THE PAINT-YOUR-OWN POTTERY STUDIO

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To: Daryl Rosen-Huitt  
From: Donna Uhlig, Glazed and Confused  
Re: St. Louis Town Planner  
Date: February 7, 2011

Thank you for encouraging us to use the ST. LOUIS TOWN PLANNER!. As you know, I was hesitant and a bit skeptical. Past advertising dollars hadn't seemed to pay off and our advertising budget was non-existent.

I can't thank you enough for your gentle persistence. Glazed and Confused LOVES the Town Planner! It really works!!! I'd classify our first year as a complete success and even though in the 2011 calendar our coupons are placed May, October, December, to date we've had over 40 redeemed. I think that's amazing. The customers know to look for us in the calendar and went to the trouble to page forward and use them already. WOW!!

Daryl, while your product gets my rave reviews our being in the calendar only happened because of you. Lots of time we dread the arrival of the "ad salesman" - not so with you. It's always a pleasure to see you, we appreciate your professionalism and your sincere interest in our success! You know your product, you learn about your clients and you thoughtfully help prepare inventive offers that really work.

I'd like to thank you and all the members of the St. Louis Town Planner for being a CLASS ACT!!!

Donna Uhlig  
Owner  
Glazed and Confused

A handwritten signature that reads 'Donna' in a cursive script, followed by a simple hand-drawn smiley face consisting of a circle with two dots for eyes and a curved line for a mouth.