



April 13, 2007

Brad Lubinger  
Town Planner  
P.O. Box 1012  
Hudson, Ohio 44236

Dear Brad,

When you showed me the success that another toy store had with your program, it became a little less risky to “try” it. Still, I wasn’t sure, because it was new to my area. I agreed to go ahead with a campaign in your Town Planner because I know where people usually keep a calendar in their homes.

You definitely met my expectations. I have been happy with the steady response. It’s working, even when it’s not our “time of year.”

Already, through late March, I have tracked 70 coupons totaling sales (after discount) of over \$2,300. Our average sale is \$5.00 higher with the coupon than our regular store average. I’m pleased to see new customers added to our mailing list as well.

I am looking forward to continued redemption and happy to increase my campaign in your newest neighboring edition.

Sincerely,

Rob Miller  
Thinker Toys

**25% OFF**  
Any One Item



**330-665-3860**

**3887 Medina Rd.**  
(next to Mustard Seed)

Must present coupon. Not valid with other offers. Offer valid through 12/31/07.

**\$5 OFF**  
Purchase of \$25 or more



**330-665-3860**

**3887 Medina Rd.**  
(next to Mustard Seed)

Must present coupon. Not valid with other offers. Offer valid through 12/31/07.

**\$10 OFF**  
Purchase of \$50 or more



**330-665-3860**

**3887 Medina Rd.**  
(next to Mustard Seed)

Must present coupon. Not valid with other offers. Offer valid through 12/31/07.