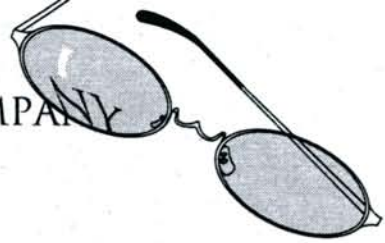


GORDON OPTICAL COMPANY
OPTICIANS SINCE 1935



March 27, 2006

Mr. Murray Winer
Town Planner Calendar
301 Newbury St. # 314
Danvers, MA. 01923

Dear Murray,

The Town Planner Calendar has been a great success for our business. Not only do we get the best redemption rate of any of our ad vehicles, but, more important, we get more new customers from the Calendar. Also, the fact that most people tell us that they keep the calendar all year helps keep our name in front of them.

Since we have been with you for many years, we added another town this year, and the early results show that it will be cost-effective for us. We will probably add another town next time.

It is great to be associated with the Town Planner.

Sincerely,

Noah Shriber

