

25 January 2012



Dear Mandi,

Thank you for asking for my input regarding the effectiveness and relevance of the Lafayette & ULL Town Planner calendars. At least as far as the UPS Store #1994 goes, this has been my most effective & most measurable form of coupon advertising I have ever been involved with. I never thought a little coupon on the border of a calendar would show up in my store so many times! We get 3-5 coupons redeemed each week, and almost every time, it's a new customer, or a returning customer saying, "Wow, I never realized you offered that service." Needless to say, I am very pleased with The Town Planner and I recommend it to anyone who may be considering the investment. Think about it, ... who isn't clipping coupons these days?

Sincerely,

Danny Lardy