

LAKEVILLE PHARMACY & SURGICAL

NEW HYDE PARK PHARMACY INC.

749 Hillside Avenue
New Hyde Park, New York 11040

PHONE (516) 354-3545

FAX (516) 354-1421



May 15, 2007

Town Planner
2233 Fourth Street
East Meadow, NY 11554
Attention: Jerry Baldassaro

Dear Jerry;

It is only May and we can already measure the impact the Town Planner Calendar is having on our business. Its' success and usefulness is evident in the daily redemption of the coupons we offered. As in the past, the calendar is a valuable advertising tool for Lakeville Pharmacy. With the severe competition we face it helps to distinguish us from the crowd.

You can characterize Lakeville as a serious advertiser. We use everything from direct mail, pennysaver ads, circulars and community based advertising to get our message of prompt professional service and broad selection of product to our target audience. The Town Planner Calendar is our single most measurable advertising medium. It delivers consistent, measurable results on a daily basis. Thank you for your meticulous management of this valuable form of advertising. We look forward to many more years of advertising with the Town Planner.

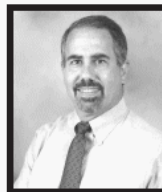
Regards,

Mitchell Melone
President

LAKEVILLE PHARMACY

749 Hillside Ave.

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