



David Wessel R.ph.

1-13-07

Mr. DeBona,

I have used Town Planner calendars for advertising for the past 5 years. Year after year it continues to be one of my most effective advertising tools.

It is one of the few direct mail pieces that my customers request. They look forward to receiving the calendars and actually prefer them to the ones I have specially made for my store that I hand out to my regular customers.

I also average 10-20 new customers each year after the calendars go out. This makes the Town Planner my most effective direct mail advertising with the largest return on my investment.

It is a high quality piece with a local "home town" feel. Mr DeBona takes the time to set up the ads and will print monthly events on the calendar to drive more business into my store. There are no headaches, my customers love it, I get new business and the price is reasonable. It's a win-win all the way around.

Respectfully,

David Wessel, R.Ph.
Owner/Pharmacist
The Medicine Shoppe of Ingomar

\$5 OFF
ANY NEW OR TRANSFERRED
Cash Prescription

OR

\$5 FREE
MEDICINE SHOPPE® PRIVATE LABEL PRODUCTS WITH ANY NEW OR TRANSFERRED INSURANCE PRESCRIPTION

The Medicine Shoppe

725 West Ingomar Rd.
David Wessel, R.PH
Ingomar
412-367-5778

NOT VALID WITH ANY OTHER OFFER. LIMIT ONE PER CUSTOMER. NOT VALID ON INSURANCE RX'S. GOOD THRU 12-31-2007

BUY ONE GET ONE FREE

Any Medicine Shoppe® Brand Product
(BUY 1 GET 2ND OF EQUAL OR LESSER VALUE FREE)

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- North Allegheny School Board Meeting, 7:30pm
- Free Blood Pressure Screening, Every Last Weds. Of Month, The Medicine Shoppe, 412-367-5778

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