




3/27/2008

Perry and Yolanda,

Thank you so much for introducing me to your calendar. From the perspective of a manager of a large chain restaurant that already spends significant dollars in national and regional advertising, The Town Planner has been a great vehicle to use to get into the local community here in Nashua.

In today's competitive business climate, I am thrilled to be seen by thousands of customers in my local area, as we try and connect at a neighborhood level with prospective guests. Your advertising not only gets us into homes, but partners us with a tool that I think is useful to your clients, which means that is seen for 12 months a year and that is great local exposure for our brand. I look forward to doing business with you in the future.

Sincerely,



Rick Arbo
General Manager
Applebee's Neighborhood Grill & Bar
379 Amherst St.
Nashua, NH 03063