



Dear Town Planner,

Gary I wanted to let you know how great advertising with your business has been. At Fridays we already use lots of media to promote our business on a national and local level. The downside is we don't advertise to our local community in a direct manner.

We have seen a steady rise in the use of the coupon week after week and "Being able to drive more local traffic is great."

Heres some numbers for you. On average we get 30 coupons a week. This equates to \$900.00 in sales a week. Subtract the \$5.00 coupon and that leaves us with \$600.00 in net sales. We figure that 50% of the guests coming in with the coupon are "Incremental". Meaning they wouldn't of come in without the coupon. Therefore we made \$300.00 a week we didn't plan to make.

I would recommend to other businesses to use the Calendar. There's nothing greater than building a direct local guest loyalty for the future of your business.

Thanks for your partnership.

Sincerely,  
Alex Dunigan  
General Manager  
TGI Fridays

