

Leo Wisniewski
501 W. Main St
Mt. Pleasant, PA 15666

March 25, 2012

Dave Fiola, Owner
Town Planner Community Calendar
PO Box 4451
Hidden Valley, PA 15502



Dear Dave:

I wanted to share with you our January results. Being the Town Planner is new to the area, we weren't sure what to expect. I did like the concept right away and thought it would fit our community and my business well.

I ran a buy 1 entrée get 1 entrée free, equal or lesser value on Mondays and Tuesdays only. January 2012 had 5 of each so our coupon was valid for 10 days total.

- When we counted them up, received over 1000 coupons back in those 10 days! Next, we took a "snapshot" look at 4 or 5 days receipts to see what our ticket average was. We were pleasantly surprised that most also bought a drink or two or added dessert. Then, we compared average dinner counts for the 10 days to historical numbers. We had been averaging 120-130 dinners but for January we averaged 280! Lastly we checked Wednesday and Thursday counts to see if they dropped (showing guests came in earlier in the week instead) and again we were pleasantly surprised to see they remained the same.

In addition, I had roughly 15 or so guests come up to me on their way out to tell me it was their first time dining here, they enjoyed their dinners and would definitely be back.

I've never had results like these using any other advertising medium. I can say that the profit made during January paid for the entire year in Town Planner and I was happy to sign on for 2013! Thanks for a great product!

Sincerely,
Leo Wisniewski, Owner

