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Brad Kent, President
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Brad:

Just a quick note to let you know how happy we are with your neighborhood marketing direct mail campaigns that Tom Feltenstein recommended. I am happy to report that for the first time in 3 years, our same store sales are no longer flat.

The best news has actually come out of my personal store. Your direct mail programs began to hit in late February and March, and as you stated, it would take a couple of months to "kick-in". In April of 2007, my store did \$48,719 in sales. This April, we just broke \$58,000. That is a 19% same store sales increase year over year!

Needless to say I would strongly recommend your programs for any franchise system. Our franchisees are so much happier with the results of our neighborhood marketing for 2008 as opposed to last year's radio and billboard campaign. Thanks for the help.

Todd Layton

Vice President of Franchise Operations
The Tan Company