



April 9th 2006
Re: Get 1 Free Marketing

To Whom It May Concern:

I am writing this letter to let you know how I feel about marketing my restaurant with "Get 1 free" magazine. As a new restaurant owner I know that marketing and advertising play a very important role in the success of my business. The important question is finding the right marketing tool, with thousands to choose from. I was introduced to this publication by a good colleague of mine, Rich Lim of Carvel Ice cream and his story of success with "Get 1 free" magazine intrigued me to try advertising with them. I have been advertising with this publication for the past 3 month consecutively and would say that part of my restaurant's success in this period can be contributed to this publication.

I would recommend this marketing tool to anybody who would like to use a fun, colorful, fairly priced (we all know how expensive marketing can get!) publication to get their name out and bring customers to your door steps. In my opinion other factors that contribute to this magazine's success are: the size (can be easily carried in a purse), the frequency of the publication (monthly), and company's constant efforts to improve this magazine to better serve the businesses that use them as part of their marketing plan. Last but not the least, I have been delighted to work with George Durica and meet other key personnel of this company. In my opinion, that is what differentiates "Get1 free" from some other National, gigantic advertising agencies, where you only meet the rep when they want to sell you advertising space.

Sincerely,

A handwritten signature in black ink that reads 'Mahsa Adib'.

Mahsa Adib
Luna Grill Inc.