



*Let our clients tell you themselves...*

**“WHAT I THINK OF REGISTER TAPE ADVERTISING”**



To Whom It May Concern:

We are a **KFC Franchisee**, operating 52 stores in Texas. Our company entered into an agreement with Register Tapes Unlimited, Inc. to promote approximately 40 of our locations through coupons on the back of grocery receipts, at different supermarkets throughout the state.

Our experience with the program has been extremely effective receiving upwards of 100 coupons per day redeemed at many of our locations. A number of factors contributed to the success of this promotion:

- 1. A solid offer with high perceived value**
- 2. Coupons with high quality graphics and design, making them crisp and easy to read**
- 3. In store counter signs, reinforcing and publicizing the coupons availability**
- 4. The opportunity to target specific clientele at selected supermarkets**

We can and do recommend Register Tapes Unlimited and their advertising program to any business interested in expanding their customer base and increasing frequency of visits by their current clientele.

Sincerely,

**TEM-KIL CO., INC.**

**James Kenner**  
Executive Vice President