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Register Tapes Unlimited, L.P.

Company: McDonald's Corporation
Company Phone:
Contact Name: Cindee Sokolowsky

Comments:

Your are aright! Your high-quality multicolored cash register receipt coupons are producing the results you promised me. I have been analyzing the Safeway receipt results and am amazed at the increase in the rate of return of your receipt coupons over the basic two-color cast register receipt coupons that we were using during the prior year. The return rate of the multicolored coupons verses the basic two-color coupons has been 3 to 1 in our Portland McDonald's location and 4 to 1 in our Vancouver, Washington locations. This increase in return is having a positive increase in sales in our restaurants. I have interviewed customers in several of our participating restaurants and have found that they are impressed with the quality as well as the graphics used on the coupons. Because the coupons are so eye-catching and the graphics used are so "mouth-watering" tempting, the customers are more apt to use them. I look forward to using your Safeway cash register receipt coupons in more McDonald's locations as they are a perfect low-maintenance high performance competitive action tactic.

I also appreciate the professional way that you service your Safeway locations. IN the past, we have had problems with the Safeways running out of printed tapes. This is never an issue with your company. Needless to say, Rick, we are very pleased with your company, your product, and the profitable results we are experiencing. This is a program that would highly recommend to any of our franchisees.

Sincerely,

Cindee Soklowsky
McDonald's Corporation
Marketing Specialist

