



Hudson Country Montessori School

44A Shelter Rock Road

Danbury, CT 06810

(203) 744-8088/Fax (203) 748-3403

April 18, 1998

Mr. Steven Silver

Pennysaver

800 Federal Road

Brookfield, CT 06804

Dear Steve:

Pennysaver advertising **does** work!!! The ads we have run with you have been a complete success.

Our school president was initially unsure about advertising in the *Pennysaver*. As the owner of a private school, he wanted to reach a category of professionals who would be interested in private education — and who would be able to afford it. Now, just over two years later, the president of our school **attributes our rapid growth and expansion to our advertising in the *Pennysaver*.**

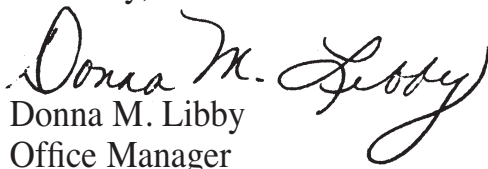
We ran our first ad in February of 1996 in preparation for our Summer Camp open house. The *Pennysaver* reached its destination on Thursday (right on schedule); and by 5pm that afternoon, we had 40 telephone calls responding to our advertisement. Over two years later, we continue to get the same results — and we also get phone calls weeks later about past ads. *Pennysaver* advertising not only works, but it lends credibility to our school.

We would like to thank you for the quality, professionalism and courteousness you and your staff have provided. Some publications extend these services only until they have your business; however, your publication extends these services and more to us on an ongoing basis. We appreciate being part of your advertising family.

We would like to thank you for putting our advertising dollars to excellent use. I am **confident** that *Pennysaver* advertising provides us with all the results we need.

Once again, thank you.

Sincerely,


Donna M. Libby
Office Manager