

RESULTS!

To Whom It May Concern

Back in June of 2007 we were and still are advertising with Mid-West Family Broadcasting. At the time we had finalized the deal for us to make a location change. We wanted to draw a lot of current and new clients to our door but where not sure how to do it. We got with our sales partner and started to brainstorm over the next few weeks.

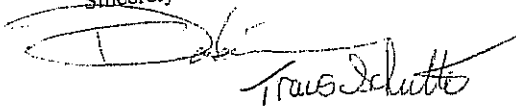
We had finally come up with 2 ideas based on feedback from the great sales department at the stations. We decided to run a 2 day event where we could draw the crowds we were looking for. The first night was a 5 dollar prime rib night and the second day was a free sampling day. We had done an event like this before at our original location but did not advertise it except by word of mouth.

We got with Mike and had him come up with a schedule to make sure that people heard our message. We ran 144 commercials over 4 stations in 1 DAY with our unbeatable offers and also had 2 live remote broadcasts on that Friday and Saturday.

Prime Rib Friday was way above our expectations. We sold 760 meals in less than an hour and a half. We actually had to turn people away and give them gift certificates to make sure all were taken care of. Saturday was free sampling day. We had a solid line all day until the event ended. We figured that we had close to 1900 people come to our business in less than 24 hours.

We never had imagined the power of radio until those events. Radio truly works and we stand behind our statement. If you ever want to draw clients to your business, get with the sales staff at Mid-West Family Broadcasting and let them brainstorm your next great event. The Secret is out with what we did and we are looking forward to our next big promotion.

Sincerely



David Linn & Travis Shutte
Owners Secret Recipes
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 **Mid-West Family
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