



*Advertising that
Connects You
with Your Community!*

Grocery Store: Randalls

Date:
07/24/2013

Customer: Erik Rumfield, owner

Business: **Chicken Express**

Address: 2109 Ranch Road 620 S., Lakeway, TX 78734 US

Phone:

Comments:

"I had used RTN (Register Tape Network) years before and it simply didn't work – they ran out of ad tape too early." It took some time to sell me on a similar ad with RTUI (Register Tapes Unlimited, Inc.), but the return was well worth it! With the economy the way it is, people are watching their bottom line very closely. Give them the opportunity to get a good deal and you've won a customer for life. I just renewed FOR OUR FIFTH YEAR on Lakeway's Randalls and referred the newest franchise in Austin, TX to RTUI.

Signature:

Erik Rumfield, owner

The advertisement is divided into two main sections. The top section is a photograph of a man in a red Chicken Express uniform and cap, holding a long coupon. Behind him is a yellow sign that says 'Chicken EXPRESS' and the address '2109'. The bottom section is a coupon with a red border. On the left, it features the 'Chicken EXPRESS' logo with a chicken icon, followed by the address '2109 RR 620 S.', phone number '402-0285', and hours 'Open 10:30am - 10:00pm'. On the right, there are two promotional offers: 'FREE GALLON OF TEA (Reg. \$3.69) with any Family Meal purchase at Regular price' and 'FREE REGULAR SIDE ITEM with any purchase (One coupon per person)'. A vertical text 'RANT79MLU 78734' is on the right side of the coupon. At the bottom, a small line of text reads: 'Must present coupon. Limit one per table. Not valid with any other offers. Lakeway Location only. Exp: 09-30-13.'

