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March 4, 2010

Jeffery Chernoff, President
Consumers' Choice Award
2451 Cumberland Parkway
Atlanta, GA 30339

Dear Jeff,

As the corporate Director of Advertising for The Hadler Companies, owners of Columbus Square Bowling Palace and celebrating our 9th consecutive year with the Consumers' Choice Award, I wanted to let you know how pleased we are to be recipients of such a quality award. During the past nine years, the Palace has utilized our association with you to enhance our marketing efforts. As you know, the Palace is a large bowling center, with 64 lanes, and the only center in Ohio that is open 24 hours, and has been since we opened in 1983. It's a tremendous undertaking to be voted the best in Columbus by our customers who take the time to participate in your CCA survey each year. It is an honor we are very proud to receive!

We spend considerable dollars each year to market the Palace, and your mark is used in all of our marketing. We have found that each year more of our customers become aware of the CCA, and I'm certain it's the result of both of our marketing efforts. While we continually are voted the best bowling center in central Ohio by every media outlet that has a program for that promotion, in my opinion, the CCA is by far the most important of all the plaudits. Our customers are obviously aware of the award, because our business continues to grow, even during these tough economic times.

Our association with our fellow members of CCA is always a good experience, especially during CCA events. Because you are so member-centered, the events are always focused on timely topics, including some that tell it like it really is! The annual awards event has never ceased to amaze me with its thorough planning and great attendance. Everyone I speak with is very complimentary, and we always look forward to the next event.

While our initial invitation to participate in 2001 was a tough sell internally, it has become a regular part of our marketing program and budget. I can't imagine a year without this award, so as long as I am a part of our company, I intend to continue working to receive that call from you each year.

I have been in advertising since 1963, and very few awards have meant as much to me personally as the Consumers' Choice Award. Thank you for allowing us to be a part of your wonderful program.

Sincerely,

David McKean
Director of Advertising
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