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ROARING FORK
RESTAURANT GROUP

June 24, 2008

We went to Lamar and their digital bulletin located on the corner of Oakland and North Streets when we decided that we wanted to add some excitement to the restaurant.

With the ability to change the messages on this sign to fit our planned promotions at no additional charge, we noticed an immediate and sustained increase in both website and restaurant traffic...exactly what we were looking for...by being able to promote multiple events such as specific dates for a live band, weekend specials, etc...and, last, but certainly not least, we introduced our new coffee drink, now officially named "*The Twisted Flame*," thanks to the many, many entries we received, mainly by promoting the contest on the digital sign.

Thank you, Lamar, for assisting us in achieving our goals. I would easily define this as money well spent!

Ron Stokes

Chief Operating Officer
Roaring Fork, LLC

