



TESTIMONIAL

Crabby Mike's Calabash Seafood Co.

"Advertising That Does The Leg Work"

THE PROBLEM:

The objective was to generate sales during the off-season time periods, September, October, February and March, for the seafood buffet restaurant business. Crabby Mike's, being one of over 1,500 other restaurants in the Grand Strand market alone, needed to get a jump on the competition.

THE PLAN:

Crabby Mike's utilized a #200 GRP Poster Showing, which is 40 panels geographically distributed in Horry County, in conjunction with five permanent bulletins along major tourist and locally driven roadways. This poster showing was implemented during late fall and pre-spring periods to increase awareness by saturating the market. No price items or specials were used in the creative; just tag lines.

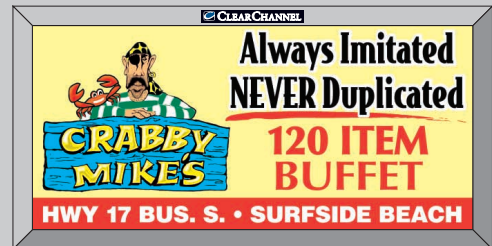
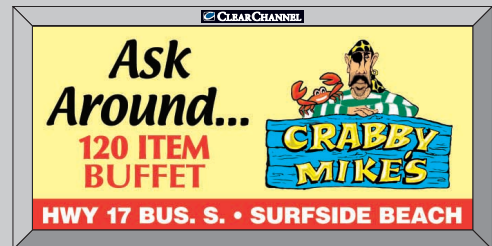
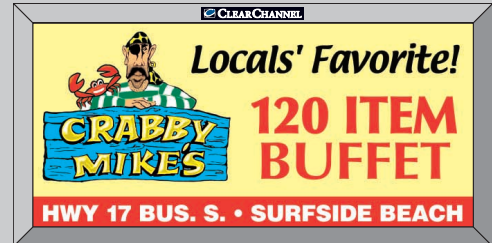
THE RESULTS:

Sales dramatically increased in the fall of 2000 and pre-spring period of 2001.

CUSTOMER SAID:

"We have really been blessed! Our business in October of 2000 was up 50% from the same time in 1999 and in February of 2001 we saw over a 25% increase compared to last year. I can't say how much of it was due to the poster program, but I know it made a difference."

Mike Arakas, Owner
Crabby Mike's Calabash Seafood Co.



CLEARCHANNEL

Visit our web site: clearchanneloutdoor.com

"The Choice is Clear!"

 CLEAR CHANNEL
OUTDOOR