



FACT SHEET: OUR TOWN AT A GLANCE

OUR TOWN'S HISTORY

- In 1972, while running a pizzeria in Newton, Iowa, Michael Plummer discovers the marketing power of **welcoming neighbors** into his eating establishment with a one-time gift; that same year, he launches Our Town with hostesses welcoming families new to the neighborhood.
- In 1978, Our Town begins using the United States Postal Service as its method of distribution, leading the industry into a more efficient means of welcoming families.
- In 1990, Our Town relocates to St. Petersburg, Florida and moves in to office space on Central Avenue.
- Between 1997 and 1998, Our Town experiences explosive growth, and offers dealerships to 20 business people across the country.
- Between 1997 and 2003, Our Town introduces several **industry innovations** including category exclusivity for sponsors, zip code select, New Mover Response, Dwelling Selects and the New Mover E-Survey.

OUR TOWN TODAY

- In November 2003, Our Town “**goes digital**” and moves into new space at Gateway Centre, Pinellas Park, Florida. **Proprietary technology**, such as 2D bar coding, enables Our Town to introduce additional industry-leading improvements including near-perfect **mailing accuracy**, Gift Certificate and Welcome Package **personalization**, **pinpoint tracking** and **follow-up** marketing.
- Mariruth Kennedy joins Our Town as vice-president of sales and marketing in 2004.
- **Our Town America**, a franchising corporation, is launched in the spring of 2005.

OTHER KEY FACTS

- Our Town occupies **25,000 square feet of space** at Gateway Centre, including offices and administration, creative, printing, warehousing and shipping facilities.
- Our Town currently **employs 60 people** at its Pinellas Park corporate headquarters, and maintains 25 regional sales offices across the country.

Fact Sheet Continued...

- New movers in over **4,000 zip codes** across the country receive customized Our Town Welcome Packages and Gift Certificates.
- Our Town **generates over \$6 million in annual revenues**; this number is expected to increase significantly as the company expands its franchise operations through Our Town America.
- Each month, Our Town prints over **1 million** personalized Gift Certificates and **welcomes over half a million new movers** across the country to their new communities and introduces them to local businesses.

Our Town, Inc. has been helping movers adjust to their new communities, and assisting local businesses gain loyal customers, since 1972. Today, Our Town is one of the largest independent new mover marketing companies in the country, and a recognized industry leader. Our Town utilizes proprietary, state-of-the-art technologies that enable unparalleled direct mailing accuracy; customized distribution; personalized welcome packages and gift certificates; and targeted tracking for direct-response customer feedback. Our Town is headquartered in Pinellas Park, Florida. For more information, please visit www.ourtownamerica.com.

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