

PEEL AND STICK THE
ENCLOSED CLING
ON YOUR WINDOW!

PEOPLE
LOVE US
ON
yelp.

www.yelp.com

October 2012

Dear The Alarm Company,

Congratulations - you've done it again! Locals around Campbell say you have one of the best spots in the city. How do we know? They keep on writing reviews about your business, and last we checked, you had 16 Yelp reviews and an average rating of 5 stars out of 5. Any way you slice it, that's impressive.

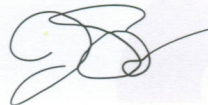
It's official – People on Yelp really love you!

As a result of your stellar Yelp presence, you've qualified for the enclosed 'People Love Us on Yelp' window cling in recognition of being such a well-loved local favorite. Display it proudly to let Yelpers in Campbell know that you are a business worth checking out!

To see for yourself what locals are saying about you visit yelp.com and search for "The Alarm Company" in "Campbell, CA." You'll find honest opinions, glowing praise, constructive feedback... and let's face it, you're curious.

But, don't forget to hang that window cling first – you've earned it.

Huge congratulations from all of us at Yelp!



Jeremy Stoppelman, Yelp Co-Founder and CEO

Win Over More Customers with a Yelp Deal on Your Listing!

It's easy with your Yelp Business Account. Simply log in at biz.yelp.com

- Select Yelp Deals on the left side
- Click 'Create a Yelp Deal'
- Select a recommended price or create your own, confirm the amount, and select 'Post this Deal' – easy as that

Yelp will handle all the heavy lifting, and send you a check for your portion of all deals sold. SYOY (See You On Yelp)!

1. Hang the enclosed window cling
2. Read your reviews on Yelp
3. Review the business owner's guide: www.yelp.com/business
4. Hang the window cling, already!