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4 February 2010

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Dear Mr Smytheman

Travellers Rest, Ashbourne Road, Cheadle, Staffordshire, ST10 1HQ

Further to my email of 25th January sent to Heather Ward but addressed to 'To Whom It May Concern', I would add the following 'meat to the bones'.

- The property was advertised in the two primary licensed trade journals i.e. The Publican and The Morning Advertiser on 19th February 2009 and 9th March 2009 respectively. It was also advertised as part of a block advertisement in The Stoke Sentinel (9th February 2009); on our website (which generates around 35,000 – 40,000 hits per month) and in our in-house magazine On Market (two editions).
- The property was mailshot to 3,985 individual parties. This will have included private individuals, multiple operators, small pub companies, nearby Licensees and developers.
- During the marketing we received 168 specific requests for details.
- The property had a For Sale board attached to the building.
- We had absolutely no preference as to whether it was sold for its existing (i.e. pub) or alternative use. The reality however was that we had far greater interest from the latter than the former.

For reasons of Data Protection, I cannot attach the list of names of those who either requested details or were specifically targeted by us but given the above, I am comfortable that we undertook a comprehensive campaign of marketing with a view to generating maximum interest.

I trust this sufficiently answers your questions.

Yours sincerely

Andy Tudor

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