

Dear Friend and Fellow PACC Member,

There is a hot, delicious FREE LUNCH waiting for YOU.

Here's what this is all about:

My name is Mike Pascale. I am the owner of the Aurelio's Pizzeria in Plainfield.

I've sent you emails in the past, but never like this.

You see, to introduce you to our award winning restaurant... I want to give you one of our mouth-watering pizzas, pastas or sandwiches for FREE. Without payment. On the house.

That's a \$10 value lunch... yours FREE, with no strings attached and no other purchase necessary.

Why would I be willing to give away a \$10 lunch to you for free?

I'm glad you asked.

Actually, there are three important reasons why.

Reasons number one:

Aurelio's has the best tasting pizza in Illinois. Now, that might sound like I'm bragging. But you don't have to take my word for it.

Take a look at what the critics had to say...

***"Best Pizza"** – The Star, The Southtown and Sun Newspapers

***Prestigious Silver Platter Award Winner** – Food Industry News

***"The Best Tasting Pizza In Chicago"** – Pat Bruno,
The Chicago Sun Times Food Critic

***Joliet & Plainfield Jaycees Best Pizza In
Town Extravaganza Winner** – Awarded Best Pizza,

Best Crust & Best Sauce

***“Excellent”** – Zagat Survey

Reason number two:

Once you’ve had a chance to treat your taste buds to one of our fresh-baked, piping hot, melt-in-your-mouth pizzas... made from scratch daily, using Aurelio’s family preserved “secret recipes”, from the sausage and cheese, to the sauce and dough... you will order over and over and over again.

Want proof? Okay, I’ll give you proof.

Listen to what some of our customers had to say...

Brian Bartholomew, Plainfield IL – Ordered 70 Times

“My favorite part is the sauce. It’s got a real distinct taste. On occasion we’ve ordered pizza from other places, but the it just doesn’t taste the same. Aurelio’s has been my favorite since I first had it 25 years ago... and I’ve never had a negative experience. I recommend it to everyone I know. I say... “If you’re looking for a great thin crust pizza, you can’t beat it.” When ever I come to pick it up, it’s always ready to go. It’s just good pizza.”

Marsha Wilson , Plainfield IL – Ordered 47 times

“I could eat it every night! I like the crust and the sauce. The crust? It’s the texture and the taste. The sauce? It’s not too “tomatoey”. We’ve been ordering from you 4 or 5 years now and I’m very pleased. In fact, at my going away party at work they wanted to order pizza and I told them to make sure you get Aurelio’s.”

Jeff Harris, Plainfield IL – Order 57 Times

“I’ve been ordering Aurelio’s Pizza for 30 years. I like the three different cheeses that they put on there.

*I especially love the Pepperoni Pizza. It's great!
I used to have to drive 30 minutes to get Aurelio's,
so thanks for coming to Plainfield."*

**Bruce Bieritz Press Room Manager:
PrePress Plainfield IL – Ordered 80 Times**

*"The people in our department are you biggest fans.
Over here, we order all three shifts. It's not uncommon
to come in and see 3 or 4 Aurelio's pizza boxes from the
night before! Part of the attraction is the free delivery,
that's really convenient. And as far as the taste... we love it!
We love the sauce and the amount of toppings. No matter
what toppings you ask for... there's always plenty of it on
there... and the sauce is great! And now that you've opened
up earlier on Thursdays and Fridays... that fits right into
our lunch schedule. So there are people ordering now,
that weren't ordering before."*

**Kellen Walker Manager: Walgreens Plainfield IL –
Ordered 96 Times –**

"It's just good pizza. Period!"

And those are just 5 of the 2500 satisfied customers
that order from us month after month... year after year!

Reason number three:

Anyone who hasn't experienced Aurelio's is simply
being deprived of great tasting pizza. And, quite frankly...
I hate to see anybody suffer.

Are you getting hungry?

Good.

Here's how to get you FREE lunch with no strings attached,
And no additional purchase required.

It's easy. Here's what you do;

1. Go to www.aureliospizza.com,
2. Click on "Eat at Your place"
3. Click on Carryout/ Delivery Menu
4. Pick anything you want up to a value of \$10.00
5. Give me a call at 815-254-3500... and say "Hey Mike...

I'd like to order my free lunch".

And that's it. No charge. No strings attached. No further purchase necessary. And I will deliver it to your office, or you can come in and pick it up.

However, if you plan on coming in... please bring this email with you.

The only thing that I ask... is if you order your lunch on Monday, Tuesday or Wednesday... you give me a 24 hour notice.

If you order on Thursday or Friday, you can call in or pick up anytime. But...

HURRY! This **FREE** offer **EXPIRES**:

Monday October 16, 2006 and is for the first 37 people that respond **ONLY!** If you are number 38 I'm sorry but your just won't qualify to get a free \$10 lunch on me.

Warmly,

Mike Pascale

P.S. Remember... you can get lunch for FREE... with no strings attached, and no additional purchase required. You have ZERO Risk.

P.P.S. **DON'T WAIT!** This **FREE** lunch offer **EXPIRES**: Monday October 16, 2006 and is for the first 37 people who respond **ONLY!** If you are number 38 I'm sorry but you just won't qualify. Don't let that happen to **YOU!**

PPPS **BUY LUNCH FOR A CO-WORKER:** Be warned. Once the other people in your office find out that you're getting a free lunch from Aurelio's... they may ask you to use your "lunch money" to buy their lunch. Even if they don't... imagine how good it would feel to

surprise them, by paying for their lunch. They don't have to know that you got yours for free. In either case you won't lose. Because when you become a member of our new "Repeat Rewards Club"... I will give you money back for every dollar you spend. And who knows... you may end up getting 2 FREE Lunches instead of just one!