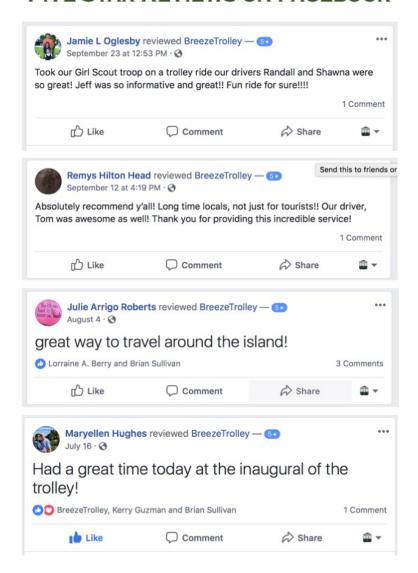
FIVE STAR REVIEWS ON FACEBOOK



KEY FACEBOOK ANALYTICS:

TOTAL REACH SINCE INCEPTION: 34,769 USERS

AVERAGE DAILY REACH: 476 USERS

TOTAL IMPRESSIONS SINCE INCEPTION: 64,170

AVERAGE DAILY # OF IMPRESSIONS: 879

COMMENTS ON INSTAGRAM

403 FOLLOWERS SINCE INCEPTION



COMMENTS ON INSTAGRAM







PUBLIC COMMENTARY

"I thought the event was decently attended for last minute, and it seemed like each store did a fair amount of business. The women I had conversations with loved the concept, and I've had several emails and conversations from women that couldn't attend praising the creativity of the event and loving that we're bringing something "big city" to the community. I think we should absolutely do it again. Sometime between Thanksgiving and Christmas would be phenomenal..."

-- following the Trolley Shop Hop special event on 9/25

"Thank you for all y'all do! Perfect way to spend the day with our friend's daughter who would have otherwise been bored with nothing to do and no school today! Our driver Tom was great!!"

"We will definitely do again with a big crew!!"

-- Unsolicited Facebook commentary



Unsolicited opinion about our branding from a local marketing professional