

**Monogamy  
Shouldn't Be  
Monotonous!**

**Ambiance**  
*The Store For Lovers!*<sup>®</sup>

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## Monogamy shouldn't be monotonous:



...who want to keep their passion new and exciting.



...planning for romantic encounters when they can.



...rediscovering their privacy and their intimacy.



...joyfully embracing love for a second time.

Ambiance, The Store For Lovers is a revolutionary retail concept that is dedicated to couples who agree that monogamy shouldn't be monotonous.

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**Ambiance, The Store For Lovers** is dedicated to helping our customers “enhance the romance” in their intimate relationships by providing a comfortable, upscale, retail shopping experience featuring an extensive selection of personal, romantic and erotic products, with sensitive, caring customer service.

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**Ambiance, the Store for Lovers is focused on the customer's wants, needs and desires through the "Think Like a Customer" (TLC) program.**

- The Ambiance "Think Like a Customer" philosophy ensures that each Romance Consultant treats every customer with the utmost respect and compassion.
- Ambiance provides comprehensive documentation of store operations, policies and product knowledge for each store.



- Each new employee is thoroughly trained in product knowledge, customer service and store operations.
- Trainees are extensively tested before they can achieve the title of Romance Consultant.
- Regular visits by Secret Shoppers ensures that the quality and consistency of customer service meets Ambiance standards.

**The Ambiance "Think Like a Customer" program for its Romance Consultants results in the excellent customer service that Ambiance has become known for, bringing customers back again and again.**

**Ambiance is merchandised to appeal to female sensitivities.**

- Women directly make 60% of all Ambiance purchases.
- Women influence many of the remaining 40%; their partners tend to purchase based on her preferences.

**Ambiance is merchandised with special occasions in mind.**

- Customers shop for specific occasions like a birthday, anniversary, weekend without the kids, a getaway or vacation.
- Each store is segmented into “Intimate Adventure Boutiques.”
- Each boutique is inspired by a type of intimate adventure couples might like to indulge in.



**Boutiques are filled with a selection of products to make romantic adventures a reality.**

- Candles, silk rose petals and elegant lingerie can be found in the **Romance Boutique** to create a soft, sensuous “Ambiance”.
- Couples wanting to share an erotic massage together find instructional books and videos, oils and lotions and other massage tools in the **Massage Boutique**.
- Fantasy role play is easy with costumes, accessories and adventurous board games for couples in the **Fantasy Boutique**.

## **Jennifer Downey, Ambiance's Pioneering President**



Jennifer Downey's career has taken her down some interesting paths. Her journey began studying theatre at the American Academy of Dramatic Arts in New York City, and then progressed to being the first female over-the-counter stock trader west of New York and the first female president-elect of the Cleveland Stock Traders Association. Downey then became the president of the country's first upscale chain of romantic boutiques.

As president of Ambiance, the Store for Lovers, Downey is company spokesperson and in charge of buying for the chain.

At the helm of the Ambiance management team, Downey has garnered numerous awards and accolades: she has been an Athena™ Awards finalist, twice named "Small Business Person of the Year" by *Small Business Week Magazine*, "Retail Rainmaker of the Year" by *Northern Ohio Live Magazine*, and many acknowledgements as one of the region's top female executives.

Downey believes in giving back to her community. She is an active member of COSE, the small business division of the Greater Cleveland Partnership with over 16,000 members. Downey has served on its board of directors and is actively involved on its committees and projects.

Downey is an active member of the Cleveland Chapter of NAWBO (National Association of Women Business Owners). She served successful terms as Vice President of Member Services, Vice President of Finance and as President of NAWBO.

Ambiance as a company has been honored twice as a Weatherhead 100 winner by the Case Western Weatherhead School of Management, an award given to the fastest growing companies in Northeast Ohio.

*Small Business News* also acknowledged Ambiance as an "Innovation in Business" Award finalist.



**An in-house marketing department keeps Ambiance's message consistent and on target.**

Through meticulous budgeting and planning, a strategy for each store is designed to both drive traffic to that location and maintain the upscale corporate image.

- \$60,000 is spent annually, driving business and marketing the Ambiance brand.
- High profile holiday and special occasion campaigns utilize the major media in the store's market.



Christmas Billboard 2004

- President Jennifer Downey, as corporate spokesperson, has achieved regional celebrity with frequent appearances on radio talk shows and numerous TV and print interviews.

**Ambiance, The Store For Lovers, is one of the most recognizable brands in Northeast Ohio.**

- Ambiance utilizes all types of advertising media to get its message out to the local market.
  - Network television
  - Cable television
  - Radio
  - Outdoor
  - Daily newspapers
  - Regional Travel Guides



Ambiance television ad

**The Ambiance graphics department produces professionally designed posters and in-store signage for its locations**



Point of Purchase signage reflects both current marketing initiatives and targeted product campaigns.



Each adventure boutique is identified by a seasonally appropriate poster.



Store build-outs are based on a uniform master plan, with adjustments for each particular location's requirements. Top-notch, upscale fixtures and lighting focus on customer comfort, and the Ambiance brand.

**What do all of these companies have in common?**



THE RITZ CARLTON®



METRO LEXUS

SMART BUSINESS



**They've all been honored for their great customer service!**

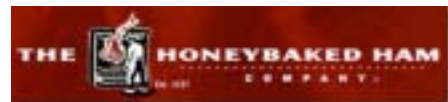


In 2007, *Smart Business* magazine established the World Class Customer Service Awards to recognize Northeast Ohio businesses who consistently raise the bar of customer service in their industries.

Ambiance is one of only 4 companies, and the only retailer, to be honored every year the awards have been handed out. In 2009, Ambiance also received “The Great Escape” award.

These honors are a confirmation of Ambiance’s “Think Like a Customer” system that trains and motivates all employees to provide their customers with a comfortable, fun and rewarding shopping experience.

**In good company.**

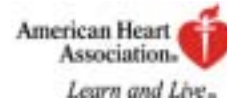


## Ambiance gives back to the local community.

### Charities:

Each year, Ambiance donates over \$10,000 in gifts and cash to more than 250 national, regional and local charities.

- Local churches, charities and businesses often request Ambiance gift certificate donations to assist in their raffles, auctions and fund-raising efforts.
- Since 2001, Ambiance has participated in the American Heart Association's "Have a Heart" fund drive and has raised over \$10,000 for the charity.
- Ambiance is committed to breast cancer research, awareness and prevention and regularly participates in fund-raisers and public service announcements for the cause.



“On behalf of the **Catholic Parent Unit** and students of the **Immaculate Conception School**, I would like to express my sincere appreciation for your donation to our Chinese Auction held on March 4, 2000. Because of your generosity, you helped to make the auction a success.”

*Jane A. Skoch, Chairperson, Catholic Parent Unit – Immaculate Conception School*

“**Notre Dame College of Ohio** and its Alumni Association would like to thank you for your contribution to our third Alumni Monte Carlo Night that was held Friday, September 15, 2000. The evening was a huge success with over \$12,000 raised for student scholarships.”

*Vickey Yates, Coordinator of Alumni Relations & Annual Giving, Notre Dame College*

“Thank you for your generous donation for the **Berea Middleburg Heights Early Childhood PTA's** 29<sup>th</sup> Annual Easter Brunch on March 23, 2002. Your donation certainly helped to make this the most successful fundraiser ever.”

*DeeDee Bell, Raffle Committee Chairman*

“With your help and support, we were able to raise over \$2,000 for the **Parma Heights Police Department** DARE program. We will work hard to make your investment in the children of the community worth your time and effort.”

*Ptl. Jim Griffith, Parma Heights Police Department*

“Thank you for your donation to the **St. Anthony of Padua School's** Annual Reverse Raffle. St. Anthony school children have benefited greatly; all of this was made possible because of the generosity of people like you.”

*Fr. Dale W. Staysniak, Pastor, St. Anthony of Padua School*

*Monogamy shouldn't be monotonous.®*



The American Heart Association was pleased to partner with Ambiance, Inc. during February, Heart Month, to raise funds to support the life-saving research of the American Heart Association. Ms. Downey encouraged her employees to sell our "Have-a-Heart" paper hearts in the stores and this resulted in over \$2,000 for the local American Heart Association.

Sincerely,  
Joyce Hillick Ely  
Executive Director



This is to confirm Ambiance, Inc. has been a thriving member of the Cuyahoga Falls business community since October 1999. Since that time, the 2100 square foot retail store in our City has respected and upheld our high level of community standards and has consistently contributed to the diversity and vitality of small businesses in our municipality.

Peter M. Korycan  
Senior Planner



Ambiance is an upscale, tasteful store that easily compliments our other retailers and potential tenants. Their professionally designed stores are always fully stocked, neat and clean. From a Landlord prospective, the payment history for rent is excellent.

Very truly yours,  
Charles M. Andrews  
USA Management



Their rental payments and/or any other monies due are always received in a very timely manner, and they have always conducted their business in a most proper and lawful manner. We have never received a single complaint call concerning them, nor have we ever been contacted in any other way with any type of unfavorable comment on the store, its contents, or the customers who frequent the premises.

Randall House Properties, Inc.  
(Ms.) M. J. Tipton  
Business Manager

## **Key factors involved in the selection of an Ambiance retail location.**

### **Proximity to major shopping developments**

High consumer traffic and convenience to area residents.

### **“Strip Malls” offer ideal retail environment**

Offering both proximity to major shopping centers and department stores, yet more privacy than enclosed malls, “strip malls” offer an ideal combination of convenience and discretion for customers.

### **Aesthetics are important**

Ambiance is always aware and protective of its corporate image and the comfort level of its customers. Well-lit, attractive shopping centers in respected community commerce areas are chosen for store locations.

### **Proximity to major arteries**

The typical Ambiance customer travels between 5-10 miles from home to shop. This makes access to local highways and main community arteries imperative.

### **Variety of neighboring retailers**

Shopping centers that house a variety of quality retailers, goods and services offer the ideal environment for Ambiance to thrive.

### **Other pertinent Real Estate criteria include:**

- Adequate parking, for an average of 100 customers per day
- 2,000-3,000 square feet of retail space
- Ideally, 25-50 feet of store frontage
- 5 year lease with 5 year option



THE PLAIN DEALER

***Valentine's Day Gift Guide***

[Downey] wanted to give women a place to shop for sexy items without feeling uncomfortable or having to go to a sleazy adult store.

In the last quarter-decade, Downey has built Ambiance into a mini-empire, attracting thousands of women, men and couples looking to add excitement to their love lives.

- February 10, 2006

CRAIN'S CLEVELAND BUSINESS

***"Downey, Ambiance Pick Up Good Vibrations"***

During a recent interview with *Crain's*, Ms. Downey said people have warmed to the devices and products sold in her stores. The children of some of Ms. Downey's original customers now shop in her eight stores.

- August 16-22, 2005

NorthernOhioLive

***The RainMakers***

Known as "The Store for Lovers," Ambiance offers people the opportunity to enhance their love lives and provides them with products that help them to express affection for each other.

- November, 2001

COSE  
UPDATE

***The Allure of Ambiance***

[Downey's] first priority is to provide customers with an upscale, no-pressure shopping environment where they can acquire the information and products they seek.

And Ambiance spends about \$2,500 training each "romance consultant," a role that summons the sagacity of Oprah Winfrey, Zig Zieglar, Dr. Ruth and Inspector Gadget.

- October, 1999

AKRON BEACON JOURNAL

***Red Hot Holiday!***

Not too long ago, someone in search of, shall we say, marital aids was forced to seek them in somewhat unsavory places.

But armed with millennium-style marketing savvy and aided by a more open culture, retailers and manufacturers of adult toys have reinvented the business into something mainstream.

Downey's Ambiance, in the midst of a multistore expansion, does most of its business in the suburbs.

- February 14, 2000

The cover of the COSE UPDATE magazine features a vibrant red background with a black silhouette of a person in the upper right. The central focus is a close-up portrait of Jennifer Downey, a woman with curly brown hair, smiling broadly and wearing a white feathered scarf. The magazine title 'COSE UPDATE' is prominently displayed in large red and white letters. Text on the cover includes the volume and issue information, a list of featured articles, and the publisher's details at the bottom.

a monthly publication of the council of smaller enterprises

# COSE

U P D A T E

VOL. 22 • ISSUE 10  
October 1999

## Pushing the envelope

Jennifer Downey, co-owner of Ambiance, knows how to work a marketing campaign

*cover story on page 8*

What to do about uncashed checks  
*page 14*

Provide assistance to your peers  
*page 23*

A book excerpt on customer service  
*page 12*

COSE IS A DIVISION OF THE GREATER CLEVELAND GROWTH ASSOCIATION  
CLEVELAND, OHIO • PRICE \$5.00



