



Michael Attias
Restaurant Catering Systems
1015 Edwin Warner Drive
Nashville, TN 37205

Dear Michael:

Salad Creations prides itself in choosing vendor partners that not only add value to our relationship, but treat our business as their own. We consider you and your team an extension of our team here at the home office in Florida.

It's been a year since we started a two store test with you and thanks to that success; we decided to have our National Ad Fund cover the investment in your system for all of our franchisees. It's been a very wise investment as your catering software has helped our operators manage and grow their catering and take-out sales. It's great to have online ordering integrated with your system, so our take-out sales as well can be managed through one service provider.

I have personally found your team very accommodating to work with and very responsive to requests. In fact, just today I received access to the new Franchisor Interface we had discussed not long ago. Just about anytime we have an issue, your team is there immediately for us.

Besides having created a robust, yet easy to operate system for our franchisees, the value added we receive from you, the nation's foremost expert on helping restaurants increase their sales through catering, has been immense.

Your monthly Catering Coaching Calls for our franchisees combined with unlimited access to www.RestaurantMarketingAdvantage.com has made you an invaluable part of our marketing arsenal. The franchisees that have availed themselves to your treasure trove of ad and sales letter templates, marketing manuals and newsletters through downloads at RestaurantMarketingAdvantage.com are experiencing some incredible sales gains in a relatively short period of time.

Any chain or franchisor interested in building, managing and growing catering sales, would be a fool to look anywhere besides you and Restaurant Catering Systems. We are looking forward to even more catering sales as we start our second year partnership together.

Sincerely,

John King
Vice President Marketing