
The Felton Company

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July 15, 2009

Kendru Anderson
President
StarSat, LLC
3413 Collins Lane
Louisville, Kentucky 40245

Dear Ken,

The Felton Company has enjoyed a growing business partnership with StarSat, Inc. since August 2006. We have StarSat installed in three of our seven restaurant franchise chain and based upon our positive experience with the value-add of the StarSat system; we are installing StarSat in two more of our sites in October of this year.

I consider StarSat the 'service that takes care of itself', meaning:

- StarSat is very responsive to our needs. If we have a question or an issue we need help on, a simple call or email to StarSat results in quality customer service.
- Installations are conducted in a timely manner with a keen eye towards quality control while minimizing any impact on normal restaurant operations.
- StarSat monitoring and notifications on high risk exposure issues (i.e., internal theft) has reduced our losses and increased our sales and profits.
- By doing the research work for their customer, StarSat allows my field team to concentrate on our key business of selling quality food and providing outstanding customer service.

In addition to reducing internal losses of cash and product, StarSat has also been a valuable partner with respect to challenging alleged customer general liability or service issues. The Restaurant General Manager can quickly review the in-restaurant digital recorder to see what occurred and immediately address whether the claim has any credence or not. If the alleged incident was not recent, StarSat can obtain the necessary video from its off site, secured data base, and send it expeditiously to me for evaluation.

The StarSat system allows the user to use any web based means to monitor and review operational adherence with respect to late night operations, uniforms, cleanliness, speed of service and closings.

All my operators have applauded the customer mania displayed by your Loss Prevention Specialists and have expressed their confidence in the favorable bottom line results achieved by having your exception based reporting system in our restaurants.

All these benefits have contributed towards improving our per restaurant profits. The Felton Company looks forward to a continuing, mutually beneficial, relationship with StarSat. We appreciate you being a value added business partner.

Sincerely,

A handwritten signature in black ink that reads "Roy Morris". The signature is written in a cursive, flowing style.

Roy Morris
Vice President, Operations