



To Whom It May Concern:

When we decided to create our latest restaurant / retail operation, we wanted to partner with the best consultants in the business. We had heard extensively of Diane Chiasson and hired her as a foodservice and retail merchandising consultant. We felt that Diane's wealth of experience, creativity, knowledge and flair would benefit our new concept.

It is amazing how an outsider with a professional eye can see ways to make a business a success. Diane brought innovative design ideas and a great merchandising concept to our restaurant and retail bakery / coffee shop area. She worked closely with our architects to re-work our original design, implementing a concept that she knew would get results. Diane also implemented an outstanding merchandising plan, introduced new colors and suggested new products with the goal of increasing sales. Her organizational skills and attention to detail contributed greatly to our financial and operational success. Diane's dedicated work paid off right away; sales have exceeded or expectation.

We are very grateful to Diane Chiasson for her hands-on professional approach in making our operation a success from the inside out. The results of her tireless efforts are seen in our satisfied – and increasing clientele.

Sincerely,

A handwritten signature in black ink, appearing to read "Clifford P. Miller", written over a white background.

Clifford P. Miller
Vice President of Communications

/tmb

285 E. Waterfront Drive
P.O. Box 3000
Pittsburgh, PA 15230
T 412.461.2000
F 412.461.6000