

Ms. Diane Chiasson FCSI
President
Chiasson Consultants Inc.
218 River Street
Toronto, Ontario
M5A 3R1
Canada

Dear Diane,

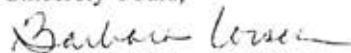
I would like to share with you the extraordinary outcomes of the cafeteria revitalization project that we recently completed with you at Advocate Illinois Masonic Medical Center. With your vision and merchandizing expertise we have transformed a traditional hospital cafeteria space into a very attractive environment for displaying, selling and dining.

We have been inundated with comments from satisfied customers, who are so pleased with the changes and transformation, they have witnessed. As one customer writes, "... I visited the cafeteria on Friday and I noticed so many changes. I really, really, really enjoyed what I saw along with what I ate. What really made my experience so gratifying were the decorations. ... I would just like to congratulate the person who did such a wonderful job on the decorations." Another customer writes, "I just wanted to let you know that my staff and myself are astonished at the variety of entrees available in the cafeteria. What a great menu every day..." This customer sums it up perfectly, "... What a warm and inviting place it is. Talk about getting a boost on our associate satisfaction. Good food in a nice environment makes for happiness." Interestingly our food service associates have also benefited from the improved work environment. Improved lighting, colorful surroundings and satisfied customers have raised their spirits as well.

Our daily sales have increased 15 percent in the first month and it seems to still be on the rise. It is apparent that we have gained many new customers. Our expanded menu puts us in a much better position to compete with the restaurants in our neighborhood and meet our customer needs.

Thank you for helping us achieve our objectives in a relatively short time period and limited budget. Our team learned a great deal working with you that we can utilize in other areas of our operation. I have, without hesitation, already recommended you to others in the Chicago healthcare market. I hope we will have the opportunity to work together again on future projects that we have identified for our facility.

Sincerely Yours,



Barbara Lorsch, RD, LD
Director Food and Nutrition Services