



Micelli
CHOCOLATE MOLD COMPANY, INC.
Molds for Automatic and Manual Molding Lines



Upon first contemplating the sale of our company, what seemed the biggest obstacle was, "where do we start"? Our very successful company had been in our family for 60 years and we were surely not going to proceed without the utmost comfort in the firm handling of the process. Naturally we turned to our accountant, attorney, business brokers, and consultants but that was only an exercise in financial analysis, legal procedures, business broker listings and hypothetical business structures.

My conclusion was that we needed a firm to be the central figure in the transaction. After extensive research we were referred to "The Kensington Company" as a firm capable of handling the transaction in the manner we were looking for. From our first meeting with Ken Stein we felt very comfortable with his extensive knowledge of business but more importantly his ability to focus into our specific situation. Ken's ability to interpret our financials, understand the legal aspects, and factor in the human element was impressive. The Kensington team immediately became the central figure we were looking for. They did more than just find a buyer for us, they helped us specify the needed financial documents from our accountant, helped us find an excellent Attorney, and helped us prepare the business and the facility for sale. Most importantly, Ken and his team helped us understand all the pitfalls and respond to acquisition offers with intelligence. Our potential buyers were both domestic and international, the Kensington team handled the different forms of etiquette required to accommodate interested parties.

I also found it to be very professional that Ken steered us away from a few buyers who, financially could buy the company but did not fit our situation correctly. Despite the fact it impacted his firm's costs to continue the search for the perfect buyer. I know *now* that steering us away from certain buyers was the right choice. Ken *did* find the correct buyer for us and my family and I are extremely pleased with the result.

I would personally refer the team at The Kensington Company. Please feel free to contact me personally as a referral.

Sincerely,

John Micelli
President
Micelli Chocolate Mold co
135 Dale Street
West Babylon, N.Y. 11704
631-752-2888 Tel
631-752-2885 Fax
johnmicelli@micelli.com
www.micelli.com



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Tampa
Virginia Beach
Washington D.C.
Western Carolinas

Date: July 28, 2006

To: Whom it may concern

From: Jack Lapointe, Founder/Chairman

Subj: LETTER OF RECOMMENDATION: Ken Stein & Stuart Levenberg

Both Ken Stein & Stuart Levenberg from The Kensington Company have been representing JAN-PRO Franchising International with a number of very qualified candidates. We are very appreciative of their outstanding performance and find them to be exceptional among Consultant Franchise Business Brokers.

We started working with Ken and Stuart in early 2006 to begin identifying appropriate Master Franchise Owners that would best fit our business model. Although Ken and Stuart understood the franchise segment of the commercial cleaning industry, they wanted to understand the specifics of our business model. They quickly learned about the industry, the recurring revenues, and specific industry growth that would attract the right candidates.

In a relatively short period of time, they identified six top master prospects. During the courting phase and personal meetings with these very high-quality candidates, they were extremely helpful in guiding us through the pros and cons of each distinctly different prospect and proved invaluable in helping us determine the best fit for us while providing feedback on our own performance.

During the qualifying process, both Ken and Stuart play a pivotal role in helping to determine the right franchise concept for the right candidate while maintaining a sense of decorum. Throughout the process, we continue to be very impressed with their professionalism, their patience, and perhaps most importantly, their ability to keep things in perspective.

Although we feel that the representation of JAN-PRO by The Kensington Company is an endorsement of our strong management team and successful track record, we know that many candidates might not have been as attracted to us without Ken and Stuart's direct involvement, knowledge and professionalism. If we can be of any further assistance, please do not hesitate to contact me @ 704-243-7036.



September 24, 2007

The Kensington Company & Affiliates, Inc
Kensington Franchise Sales & Development
185 Roslyn Road
Roslyn Heights, NY 11577

Ken Stein, Stuart Levenberg

Dear Ken and Stuart,

We wanted to take the time to write and express our sincere thanks to you for the outstanding job Kensington Company did, assisting us in choosing Hand and Stone as the business that was right for us and the subsequent regional developer training. Without your steady and conscientious presence, our dream of owning our own business would have taken infinitely longer. Your relaxed but highly motivated attitude always gave us the assurance that we were moving forward albeit at a pace dictated by us.

During our training at your offices your attention to detail was evident from the moment we were picked up from the airport. That Kensington spared no expense in making sure we were thoroughly trained. However, going above and beyond the training, your thoughtfulness in handling our every need outside of training was evident in everything you did. The combination and contrasting styles of Ken and Stuart in their teaching methods as well as the moments of unadulterated levity offset the vastness of the material we needed to digest. Before we knew it, the days and material flew by but what is more, we never felt overwhelmed. It was plainly obvious that Ken, Stuart and Elaine, took a genuine interest in us and our continued success.

We count ourselves very fortunate to have forged this relationship and are excited about watching it grow in the future. The biggest compliment we can afford to anyone in business is that we would recommend them to our friends and family should they be in need of service. The Kensington Company will be the first name on our list. Thank you for putting us in the best possible position to succeed.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael C. Davidson".

Michael C. Davidson

A handwritten signature in black ink, appearing to read "Dan C. Moorner".

Dan C. Moorner

DMMD, LLC. Regional Developers - Georgia for Hand and Stone Massage Spas

Erik Bostrom
Plymouth Highlands, LLC dba
Hand and Stone Massage Spa
10319 Ravenswood Lane
Highlands Ranch, CO 80130

185 Roslyn Road
Roslyn Heights, NY 11577
The Kensington Company

9/24/2007

Dear Ken Stein,

I want to thank you for the exceptional experience I had with Regional Developer training for Hand and Stone Massage Spa that was conducted by The Kensington Company earlier this month. Everything about this training was top notch. Logistically, everything ran smoothly and I felt like I knew what to expect when I arrived. Additionally, I felt the passion your entire company, especially Stuart and yourself, had for ensuring a successful event.

Most importantly throughout this training I learned everything that I needed to be successful as the Regional Developer for Hand and Stone in Colorado. I left feeling fully prepared and ready to go home and start the franchise sales process. Thank you for your time and attention. I look forward to continuing to work with The Kensington Company as I develop Hand and Stone Massage Spa here in Colorado.

Best Regards,

A handwritten signature in black ink, appearing to read 'Erik Bostrom', with a stylized, cursive script.

Erik Bostrom
Plymouth Highlands, LLC dba
Hand and Stone Massage Spa