

WIT OR WITOUT? CHEESESTEAKS



March 15, 2013

Soft Pretzel Franchise Systems, Inc.
7368 Frankford Avenue
Philadelphia, PA 19136

WitorWitout, LLC
7352 Frankford Avenue
Philadelphia, PA 19136

RE: Sale of Business: WitorWitout

Dear Ken:

I just wanted to take a few minutes to let you know that Nicole and I appreciate all that you were able to do for us. Making the decision to sell WitorWitout wasn't easy; however, you really made the entire process a smooth transition for us.

All of your hard work paid off in the end which we could not have done it without your help. Tony Altomare is the perfect man to take WitorWitout to the next level. Again, thanks, and it was a pleasure working with you.

Sincerely,

Soft Pretzel Franchise Systems, Inc.

A handwritten signature in black ink, appearing to read "Dan N. DiZio". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Dan N. DiZio
CEO & Co-Founder