



April 30, 2012

Stuart and Ken:

On behalf of the (expanding!) Great Play team, I want to thank you for your great work finding outstanding candidates to become Great Play franchisees – for both the sale of our corporate unit in Scarsdale, and now for a new unit in Nassau County.

A few things I feel stand out and set you apart in what you do:

You surface strong candidates, but you don't leave it at that. You work diligently in the background throughout the process to keep things on track and to facilitate critically important communication among the parties to make sure nothing goes wrong that doesn't have to.

You are straightforward, honest and you do not push the wrong fit. You recognize that this will be a long term relationship for us with the franchisees, and you are not trying to just push us to "make a sale" or for the franchisee to get into something that isn't right for them.

However, once it is clear to everyone that it is a good fit, you are also able to drive the process and keep all parties (buyer, seller and attorneys) on track to get to a timely close. In both instances we have been working against challenging time deadlines and you have been instrumental in making sure we hit them.

And finally, you truly are a pleasure to work with!

Many thanks and best regards,

Keith Camhi  
CEO