

[REDACTED]

Mr. Chuck Reynolds  
Chief Performance Officer,  
Excel Group Development  
Suite 703-110 Eglinton Ave. E.  
Toronto, ON M4P-2Y1

13 January 2010

Dear Mr. Reynolds,

Thank you once again for taking the time to contact me personally regarding the service you and your dining companions received at our [REDACTED] location this past Saturday night. At [REDACTED] we strive for best-in-class Guest service and we have obviously failed to do so on this occasion. Please accept my sincerest apologies in the matter.

I have been in the hospitality business for many years and your letter was one of the best I have ever seen. It speaks volumes to your profession and your business, and it is something I am going to bring to my team to action. [REDACTED] is built on genuine hospitality and care, and it is a clear reminder of why we are in the business and what it takes for us to always be successful.

As we discussed on the phone, I want to personally invite you back to [REDACTED] to enjoy a great experience on me. I have enclosed six \$50 gift cards, one for you and each of your dining companions. We take all our Guest feedback very seriously and we look forward to having you all join us again.

I also look forward to meeting you in person and learning more about your company's behavioural approach to hiring great service providers.

Thank you again for contacting me directly. It is thanks to great feedback like yours that we can continue to strive for excellence.

Sincerely,

[REDACTED]

[REDACTED]

Chief Operating Officer

[REDACTED]

[REDACTED]

[REDACTED]