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Dear Steve:

When I heard you speak at the 2009 Future Connect Conference in Dallas, Texas, I immediately knew you were exactly the person we needed to address our management team. As you well know, in these uncertain economic times, having a competitive edge is crucial to the success of any business. Thanks to you, I believe our team received just what we needed to obtain that competitive edge at yesterday's Management Conference.

Steve, your message could not have been more appropriate. You tapped into the very essence of who we want to be. Your presentation not only captivated, entertained, and motivated our team members, it also refueled our passion to fulfill the purpose for which we started this company 22 years ago – to serve our customers.

On behalf of our President, Dave Hirz, and the entire Food 4 Less management team, I want to extend my sincere thanks to you for sharing your time and expertise with us. You definitely "made our list." The impact your presentation had on our team members – personally and corporately – will not be forgotten. We look forward with great expectation to the positive changes that will take place in our personal lives and in our business as a result of spending time with you.

With sincere regards,

A handwritten signature in black ink, appearing to read "Bryan Kaltenbach", with a long horizontal flourish extending to the right.

Bryan Kaltenbach

BK:vj

cc: Dave Hirz