

March 11, 2005

Hilton Keats  
OrderTalk Inc.  
1812 Southwicke  
Flower Mound, Texas 75022



Dear Hilton,

Jason's Deli continues to experience double digit growth in online orders using the systems you originally helped us design. We have come a long way from our humble beginnings in 1999 to our planned migration to the OrderTalk Total Customer to Restaurant Online Ordering Management System. There are many reasons for our success.

In my opinion, no other online order management system compares to the feature set of OrderTalk. Because OrderTalk creates a flexible Ecommerce environment specifically designed for restaurants, catering, delivery and carryout, Jason's Deli is able to offer personalized services to the end user. One feature, in particular Up Selling Questions and Answers, has helped to raise our online ticket average 20% over similar phone-in orders.

We are encouraged by your continuous improvement of the OrderTalk system. Your willingness to listen to our needs and respond creatively with solutions that enhance the systems' overall customer and restaurant manager usability is another reason we are confident in our continued relationship.

OrderTalk's Online Ordering Console is now woven into the fabric of Jason's Deli's restaurant operations. Some of our locations are garnering 10% of totals sales from online orders. And, this number is growing because our managers love the convenience and simplicity of using the OrderTalk Console to print online orders. In fact, by converting our phone-in customers to online customers, we are freeing phone lines, enabling us to take more phone-in orders, thus increasing our sales.

The OrderTalk and Jason's Deli future looks bright! We look forward to developing our partnership and reaching our online ordering goals together. Thank you for your on-going support.

Best Regards,

Lee T. Greer  
Marketing Director  
Jason's Deli

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