

LEE ROY SELMON'S

August 4, 2011

Rick Houston
Creative Sign Designs
12801 Commodity Place
Tampa, Florida 33626

Re: Lee Roy Selmon's Branding Strategy

Rick,

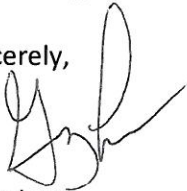
I want to take this opportunity to tell you how much we enjoyed working with you and your team. We knew the look we wanted, but you and your team made it reality. I cannot thank you enough for your consultation, design, fabrication and installation help throughout the entire process.

We chose Creative Sign Designs for this project because we needed a firm who knew how to build the idea in our heads and meet our Grand Opening deadline. Your team had the creativity to suggest new ideas and improve the original specs, the technical knowledge needed to design the signs properly, and the facility and team to provide a quality product under in a short timeline. You really are a one-stop signage shop!

We hear our diners commenting on the "awesome flame outside" and are really pleased with how the whole scope turned out. Lee Roy Selmon, as well as some other current and former athletes from the Bay area, were on hand for the Grand Opening and very impressed when they saw their name in lights.

I will definitely spread the word about Creative Sign Designs' innovation and product quality. I am looking forward to working with you again on branding our future stores.

Sincerely,



Greg Lynn
President
Lee Roy Selmon's Restaurants