



brazier.

RENGAM INC.
DAIRY QUEEN BRAZIER
1204 S. Baldwin
Marion, IN 46953
(317) 662-3222

Ken Bunch
CRS
5621 Elmwood Avenue
Indianapolis, Indiana 46203

November 9, 2005

When I responded to the mailer on the success of the Mooresville DQ little did I know how quickly the process would flow, so this note of thanks is directed to you. While it is not often that I react to a mailer in such short order, I had been contemplating an improvement in my POS system for some time. The mailer proved to be timely and beneficial for both of us since I am now fully implemented with the Maitre'D solution and I am very pleased with the results.

Having been involved with the DQ system for over 25 years, I have been exposed to every corporate POS recommendation including Panasonic and the newer IBM solution (which has a staggering price tag). One of my biggest concerns was how easy or difficult it would be to change procedures. I waited till a slower sales period to install a new system. We were not just changing cash registers; we were changing the entire ordering, production, expediting and delivery process---literally going from A to Z. The transition to Maitre'D could not have gone smoother because the software has been designed and refined for use in a DQ and the system just leads cashiers right through the sales process. The system is easy to operate and learn for all employees. While I had expected the speed of service to improve since we were going from a handwritten check system, I did not realize the improvement in accuracy that we have seen would materialize so quickly. No more missed topping prices, no more missed items altogether (since product not on the screens doesn't get made), no more upsizing without correct up pricing etc, etc. I am quite certain that the mitigation of losses with the implementation of this system will pay for the system.

Utilizing the expediter/production screen service technology from QSR (integrated to Maitre'D) allows for efficient readable order entry and preparation in ways just not possible with sales checks. Speed and accuracy from the POS flows right through to the prep screens and we have eliminated a lot of unnecessary conversation. Part of our conversion involved the installation of high speed credit processing provided by Mercury Payment Systems installed by CRS and integrated into the Posiflex terminals. This will lead to additional marketing on our part to encourage customers to use credit cards because we can handle them as quickly as cash.

Of course, any sophisticated system like Maitre'D is only as good as the people responsible for programming, training, and supporting it. Glen has been absolutely terrific for us to work with in every aspect of the transaction. She is a real asset to your organization. While our staff continues to learn new features, I can say that I am extremely happy with the combination of CRS/Maitre'D and would gladly recommend the solution to any DQ operator looking to improve speed and accuracy in their operation.

Thanks again.

A handwritten signature in black ink, appearing to read "Dave Magnet".

Dave Magnet, Owner/Franchisee