

L.A. HONDA WORLD

A PIERCEY AUTO GROUP COMPANY

August 14, 2006

Mr. Ed Hill
President
Espresso-Etc.

Dear Mr. Hill:

I would like to take this opportunity to express my great satisfaction with my entire experience with Espresso-Etc and our Super-Automatic Aroma Café.

My staff and customers at Honda World L.A. have expressed their delight in having such great gourmet coffees available at the touch of a button. For the first time since Honda Motors started sharing the customer feedback letters they receive about our parts and service departments, the vast majority of them include a mention about our coffee. Many of them have spoken directly to me and my assistants about the quality and aroma.

All of these things are great but the truly exceptional thing in our relationship with your company has been the timely and outstanding service you have provided. This definitely sets you apart from other coffee services we have dealt with. One example was the time my Assistant Manager called late on a Saturday and your representative, Mark Terry dropped whatever he was doing and was there before we closed. We had a small problem he was unable to fix, so he called your CEO Howard Heller for advice. The two of them decided to meet at our facility, on a Sunday morning no less, and fix the trouble so we would have coffee Monday morning. Outstanding, is all I can say!

In conclusion, we are very happy we chose the Model 5500 and all that goes with it! I would highly recommend Espresso-Etc. and your representative Mark Terry to anyone interested.

Sincerely,

J J. Barrios Parts & Service Director