



*Pie Town Cafe'
19075 I-45, Suite 111D
Shenandoah, Texas 77385*

November 7, 2007

Espresso-Etc!

594 Sawdust Road, Suite 154
The Woodlands, Texas 77380

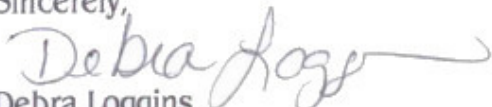
Dear DeAnna & Kevin,

I wanted to take this time to write you and say Thank you! As you know, I opened Pie Town Cafe' a little over 6 years and when we met I owned a beautiful Brass Dome Old Style Espresso Machine. It was a showpiece of a machine however, it was very cumbersome for my staff you use and learn. As you know, the high employee turn over rate in this line of business it seemed I could never offer my customers a consistent latte or cappuccino. My staff would not offer our coffee line as an upsale because it was so difficult to use. I knew I was not getting the coffee sales I expected.

Thanks to DeAnna & yourself, with your patience and knowledge of the business. You convinced me to try Espresso-Etc's machine. I couldn't believe how easy it was to use and how my staff wanted to sell the products because they now enjoyed making them!

The whole process was great and your installation crew disconnected the other machine for me and had the new one up and running within a day. Our coffee sales have increased & the repeat business is great. I know my customers are always getting a delicious, consistent product!

Thank you very much, I really enjoy working with both of you.

Sincerely,

Debra Loggins
Pie Town Cafe'
President