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May 5, 2009

Sara Wilson
Famous Sam's Gilbert and Mesa
720 W. Ray Rd.
Gilbert, AZ 85233

To Whom It May Concern:

My husband and I have had the pleasure of owning a local neighborhood sports bar and restaurant in Gilbert, Arizona for the last four and a half years. During that time we've had ups and downs. Mostly the experience has been about amazing daily successes, meeting wonderful people, and sharing our passion for food, drink, and excellent service. But, we have had some challenges - one failed partnership, and too many political and economic transitions that affected our business to name.

We are constantly looking for ways to evaluate and improve our business and we have found a valuable tool with Eye Spy Spotter Services. I was reticent when we spoke with Michael Zenner years ago about using his shopper service. I had come from a corporate background and had negative experiences with inflexible corporate-based companies that encouraged canned and robotic service styles. We compete with large impersonal chain restaurants by providing personalized friendly dining experiences and needed a shopper service that understood our position within the industry.

We worked with Michael to set the criteria for our evaluations and we modify those criteria as needed from time to time. The number one thing I have learned in the past four years is that healthy competitive restaurants are always changing. It can be challenging that we must continuously adapt - to changes in the economy, non-smoking bans, new competition, etc., but Eye Spy Spotter Service helps us grow and stay competitive.

Eye Spy shopper service is not only valuable because the shopper reports provide a holistic view of a dining experience, but they also provide a valuable training tool for staff. We celebrate positive shops with our employees and learn from negative evaluations. Whether we are looking for a general shop on overall experiences, or a specific shop to identify potential theft, Eye Spy Spotter Service has always produced excellent analysis. Michael's shoppers are discreet and professional and his personalized service makes us feel as if we are his most important customers.

Sincerely,

Sara Wilson
Famous Sam's Gilbert and Mesa
Owner / Operator