



November 19, 2013

To Whom It May Concern:

I am writing to issue my professional recommendation for SIB Development & Consulting. As a leading regional grocer operating since 1947, Piggly Wiggly Carolina Company has a long history of carefully scrutinizing our vendors and service providers to ensure the best quality for our customers. SIB worked as a partner and helped us refine and advance that practice.

From the beginning of the process, SIB was attentive and accommodating to our business needs. They worked with us to develop a plan to review the expense categories we chose, and they showed genuine care and concern for protecting the strong relationships we have with our vendors.

SIB also succeeded in achieving significant cost savings for the company. Soon after initiating the review, SIB discovered a billing error that spanned many years and exceeded \$25,000 from one of our water/sewer utilities – and that was at just a single location. Not only did SIB identify this discrepancy, but they also worked with the utility to make sure we were promptly issued a refund check for the full amount. As great a start as this was, it was quickly overshadowed by the long-term, recurring cost savings SIB was able to achieve. All in all, their efforts have reduced our fixed costs significantly.

It was enjoyable working with SIB's team on a personal level and my company benefited as well, leaving everyone satisfied. If given the chance to do it over again, I would not hesitate to choose SIB Development & Consulting.

Sincerely,

A handwritten signature in blue ink, appearing to read 'C. Ibsen', with a long horizontal flourish extending to the right.

Christopher Ibsen
Director of Corporate Affairs

Piggly Wiggly Carolina Company
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