



LEHIGH VALLEY RESTAURANT GROUP, INC.
6802 Hamilton Boulevard
Allentown, PA 18106

REDROBINPA.COM
(610) 481-0436

To whom it may concern:

Founded in 1991, Lehigh Valley Restaurant Group (LVRG) is a Red Robin franchisee that owns 21 restaurants throughout Pennsylvania. Our mission is to serve our team members, our guests and our community with integrity, unparalleled customer service, while having a commitment to employee development and a spirit of continual improvement – and of course, great burgers!

Keeping our costs under control and paying close attention to the bottom line is essential for us to meet this mission. We engaged SIB Fixed Cost Reduction for a full review of our fixed monthly expenses – things like waste management, utilities, armored car contracts, laundry service and a host of other equipment and service spend areas. SIB was able to quickly negotiate rate reductions and optimize service levels, saving LVRG thousands per month. We saved money without having to change any of our vendors or partners. This minimized the impact on our restaurants. In some categories, SIB found no savings; rather, they confirmed that LVRG was already receiving competitive rates for service. This validation is extremely valuable and shows that we're running our business most efficiently.

SIB's extensive experience in the restaurant space, coupled with their national reach across a variety of industries, was appealing to us. Using one company, we were able to review our spend across a large cross-section of recurring expenses. Their process is professional, fast and effective.

Regards,

A handwritten signature in blue ink that reads "Chris DeFrain".

Chris DeFrain, CFO
Lehigh Valley Restaurant Group, Inc.