



BODDIE-NOELL ENTERPRISES, INC.

"We Believe in People"®

November 19, 2015

To Whom It May Concern:

Boddie-Noell Enterprises learned about SIB from their outreach to the Independent Hardee's Franchisee Association (IHFA), and we were curious about their services. Having recently worked on a comprehensive review of our waste removal costs, SIB has proven their effectiveness and we are writing to recommend them for their successful work.

As a third-generation, family-owned company, we are very selective about whom we work with, and we were determined not to make major changes just for the sake of saving money. SIB understood and pursued very measured, sensible recommendations that would serve our operational service needs entirely. Nevertheless, they succeeded in making a real impact on our overall expenses, since these savings are geared toward the long-term and will show their true worth for years to come.

As one of the largest franchisees in the Hardee's system and one of the country's leading privately-owned restaurant companies, we feel confident in saying SIB's services are a great fit for the QSR industry and would be of great benefit to other companies as well.

Sincerely,

BODDIE-NOELL ENTERPRISES, INC.

Michael H. Hancock
Executive Vice President