



To Whom It May Concern:

I am pleased to express our appreciation to LAVA Computer MFG Inc, for the exceptional services recently provided to our organization.

Our experience with LAVA arose in the context of us seeking a solution to gather reliable end-of-day data from our 5000 stores across the US. We had been polling the stores daily with standard modems but consistency of data was always an issue. Our installed cash registers would not easily support TCP/IP and our choice was either to replace our entire POS infrastructure which was dependable with an existing support structure and was familiar to our franchisees, or find some way to effectively IP-enable our current registers.

After exploring several different avenues, LAVA created for Quiznos a simple, reliable and very cost effective solution. LAVA engineered and built a system that provided a dedicated Internet link from our headquarters' polling servers to remote store registers. We have replaced a store's existing modem with LAVA's new device and thus we can automatically connect to our headquarters through a standard DSL or cable modem service. This system provided us with several benefits:

1. Robust, reliable, bi-directional data visibility/ management.
2. Improved retail operational efficiencies.
3. Reduction of on-site and in-store installation costs.
4. Elimination of on-site IT network resource requirements.
5. Use of a dynamic IP at the store is on average 50% less than setting up a VPN or using static IPs.
6. Impact to our franchisees is greater than \$1.8 million/yr.
7. Immediate ROI.

From troubleshooting the initial engineering design, through quick hardware manufacture and firmware re-works, to shipments of product ready to deploy, LAVA has exceeded our expectations as an engineering partner and a hardware supplier. Based on such experience, I would suggest that anyone considering implementing IP-based polling into their organization take a serious look at LAVA.

Sincerely,

Quiznos
Manager, Store Operations and Technology

