

Mr. Byron Russell, Chairman & CEO
One Cheney Way
Riviera Beach, Florida 33404

March 29th, 2007

Re: Customer Service

Dear Mr. Russell,

We are often quick to pick up the telephone or take pen in hand when something does not go as we feel it should and take the time air our feelings. This is not the purpose of my letter.

I am Vice President of Fort Myers American Little League and as such one of my responsibilities as such is to oversee the management of our concession stand. Our concession stand is a major contributor to income side of our P&L statement. We are the oldest Little League on the west coast of Florida south of Sarasota chartered in 1955.

For years we purchased most of our food items through a distributor that operates on the national level. In June of 2005 I was fed up with how we had been treated. I know compared to other accounts we are very small but during our season we are steady and pay our bills. I told a gentleman that I know in the commercial coffee business of my frustration and he offered two companies as an alternative, US Foodservice and Cheney Brothers. Quite honestly I'd never heard of Cheney Brothers. A few days later as I was sitting at a traffic light I spotted a CBI rolling billboard and jotted down the number and at my next stop I gave CBI a telephone call. I left my information and later on I received a telephone call from Tracy. I suggested we meet at the ball field and a time was set.

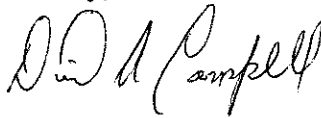
I was met by Tracy and one of her reps, Max Kolshak. One by one I mentioned problems I was having with the other firm in the form of questions such as, I would like terms, do you offer terms, do you advise when new products come out that may be suitable to our business and as I asked each question, each one was answered positively and professionally. Afterwards, I told Max and Tracy that all you're willing to do, our other distributor wasn't.

We established a relationship that soon seemed to turn into a partnership. You see, the only food service experience I have is the concession stand, I now can rely on Max to find this or find that or he offers suggestions. Here's a perfect example of how just one of Max's suggestion helped us out, we were purchasing uncooked chicken breast and uncooked chicken breast takes time to cook. Not knowing how many we would sell for

the evening we would prepare three or four in advance and keep them hot and moist until a customer ordered one. One day as I was placing my order and I thought I was through, Max indicated I may need chicken breast, sure enough, I forgot to order them. I then told him that I probably threw away more than I sold. Why is that Max asked and I told him of how we'd prepared chicken breast for years. I can help you with that and he offered a precooked flash frozen chicken breast that even comes with grill marks so we went from about a 50% - 60% loss on our uncooked chicken breast down to 0%. That one item alone means a lot to our bottom line because as a Little League we have low volume and our philosophy is to try to keep our margins as low as possible to make our products affordable yet try to contribute to our bottom line.

In closing, since our relationship started with Cheney Brothers, Fort Myers American Little League has experienced excellent customer service, good delivery service and although I have never socialized with Max outside of Little League business, I consider him not only my friend, but a friend to the many volunteers and children that make up our league for helping us in so many ways.

Sincerely,

A handwritten signature in black ink that reads "David A. Campbell". The signature is written in a cursive style with a large initial "D" and "C".

David A. Campbell, Vice President
Fort Myers American Little League
1225 Masanabo Lane
Fort Myers, Florida 33919
(239) 470-2745