



Famous Brands

Great American Cookies

December 18, 2005

To whom it may concern:

Karen Hill has provided services as an outside contractor for Mrs. Fields Famous Brands performing as an Executive Assistant and Franchise Sales Administrator. She first established her talents in a part time capacity. She verified expense reports for accuracy from the western regional sales team, updated store inventory, cultivated leads and translated them into prospective franchisees for our five concepts: Pretzel Time, Pretzelmaker, Great American Cookies, TCBY, and Mrs. Fields Cookies. She applied herself and in a very short time was fully familiar with all five concepts and the very complicated franchise process.

Her "can-do" attitude, enthusiasm and initiative led her to conceptualize and help us impliment our Franchise Development Specialist program. Due to the volume of web-generated leads, a screening mechanism needed to be put into place to pre-qualify the leads before distributing them to the regional sales force. She helped developed a very effective model that produced increasing sales.

Karen utilized her expertise and empirical knowledge, conceptualized the pilot program and trained the corporate Franchise Development Specialist. Her superb commuication skills, her ability to prioritize, organize and meet all legal requirements as outlined by the Federal Trade Commission has made her an invaluable asset to corporation.

As Vice President, my regional responsibilities required me to travel extensively. She managed all phases of the office in my absence. She supported the regional sales team and tracked multiple transactions in various stages of completion, at times as many as 27 concurrent sales. In short, Karen "held my world together" for the last five years. Her absence will be a great loss to me and our company. Together we have closed over 300 sales and consistently maintained the highest volume sales company wide. We were the only team to make a yearly sales volume of \$1 Million and maintain the number one status throughout the company's history.

The termination of her services is the direct result of a change to our organizational structure and is, by no means, a reflection of her ability or our confidence in her. Karen is a highly intelligent and motivated individual who is more than capable of handling any challenge placed before her.

She is adaptable, creative, innovative and a team player. If the opportunity were to present itself, we would welcome Karen back on our team. Wherever she goes, she will excel. I would be happy to answer any questions you may have. Please call me at the number(s) listed below.

Sincerely,

Mitch Mitchell, CFE
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