

KING'S HAWAIIAN



HOLDING COMPANY, INC.

KING'S HAWAIIAN BAKERY WEST, INC.

KING'S HAWAIIAN RETAIL, INC.

KING'S HAWAIIAN BAKERY SOUTHEAST, INC.

Mr. Michael Williams
King's Hawaiian Bakery
19161 Harborage Way
Torrance, CA 90501

December 12, 2011

Mr. Don Tirrell
President
Pattillo
5830 East Ponce de Leon Avenue
Stone Mountain, GA 30083

Dear Mr. Tirrell:

I hope this note finds you and all of your Pattillo associates well and ready for the upcoming Christmas season.

We have pretty much completed all of our goals and requirements related to our new facility in Oakwood, Georgia. And I am now, back in my office in California. I have a few tasks, yet to be done and this is one I am a bit over due on, but very pleased to be doing.

Our new facility in Oakwood was the first major project for King's Hawaiian in a very long time. For me, it was the first design build project that I have had the privilege to lead and manage. This project involved a great number of people. From design engineers, construction management, equipment vendors and equipment installers. And that was to name only a few of the groups required for us to go from dirt floors to an operating facility in under 8 months. What a pace.

I want to let you know personally how pleased I am with the assistance your team provided in this project. None of us knew one another before this project got going, so as in any new relationship there is always a bit of wonder. Wonder if we chose correctly, did we choose wisely, will we get the results we are after? Well let me say that I am very pleased to have had your company assisting us with this project. And let me commend you on your selection of personnel and sub-contractors you assigned to our project. Brad Harris leading the design team, Richard Crutchfield leading the construction effort and how can I, not mention Tony Oliver ensuring materials, contractors and cost were all in line and ready. These gentlemen were wonderful choices. Their mannerisms and efforts were nothing less than professional and personable. I believe that business is all about relationships and in your case it is the people you send out to a job that will in the end either promote or damage Pattillo. And those you chose to represent Pattillo for us did so excellently in every aspect I could imagine.

For a design build project on such a tight timeline one has to wonder how we accomplished this. I look back and believe that if it were not for the ability and capabilities of the team that we would not have met our goals. So my sincere thanks for the extra efforts your team offered King's Hawaiian. It was a big deal for us and we are most appreciative. I look forward to our next opportunity to work together. And I have unlimited confidence that future efforts will return similar results.

Thank you for your support in King's Hawaiian growth.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Williams", with a long horizontal flourish extending to the right.

Michael A. Williams
Director of Engineering