

Dear George and Ethel Arthur:

Please accept my sincerest apology for the terrible experience that you had at Applebee's. I am very sorry that your server was not everything that you have come to expect when you dine as our guest. By no means do I want you to feel neglected and ignored.

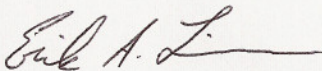
As far as your salads that tasted like almonds, it is because there are almonds in the salad. Upon your request, they can be made without almonds. With the dressing, we would be more than happy to prepare your salads with extra dressing already on them.

Moving on to the music that you did not appreciate, the only thing that we can do with this is turn it down near your table. Unfortunately it is brought to us via satellite, and the variation in music styles is very limited.

Please let me offer you my business card good for two free entrees on your next visit. Also two Golden Apple cards that are good for a 10% discount on any food items that you order.

Once again let me say how sorry that I am that you had to encounter this experience at Applebee's. Thank you, and I'll look forwards to your next visit.

Sincerely,



Erik Lindemoen, Assistant General Manager

