



Newk's Franchise Company
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To whom it may concern,

Newk's Eatery has been working with Hospitality Control Solutions since its doors opened in 2004. After initially piloting two separate Point of Sale Solutions and Service Partners, HCS was selected to be the sole Point of Sale System, Hardware, Software and Services provider based on the solutions flexibility and functionality and the knowledge, dedication, and emphasis on providing superior customer service to our Restaurants Management teams, and Franchise Partners.

Newk's Eatery has since grown to 108 restaurants – currently spanning 14 states, with restaurants in development in several new states in the next two years. As our brand has grown, so too did our need for both customer and crew facing technologies that could easily be integrated to our Point of Sale. Hospitality Control Solutions has always partnered with our Support Center to ensure that whether new technologies that impact POS operations are being provided directly from the Aloha/NCR Suite of Solutions, or a separate third party vendor – are effectively vetted, configured, tested and supported so that each project can reach a successful integration with minimal interruption to our restaurants.

As our Aloha Channel partner, Hospitality Control Solutions team has been able to grow their team and staff with us and continue to provide exemplary levels of support, hospitality and advocacy for Newk's as a client every step of the way.

What sets Hospitality Control Solutions apart from other providers is that they are much more than just a vendor of software and hardware for our company, they're truly a partner and an extension of my internal IT Support Team. Their Software Helpdesk acts as a Level 1 support desk for my team, quickly addressing any critical POS issues or General Questions our restaurants may have. Their commitment to customer service extends beyond servicing the Point of Sale – often going as far as to assist restaurants to the proper contact points for other crew facing technologies that don't fall within their wheelhouse. Our dedicated Account Manager keeps our internal team apprised of any issues reported to the Helpdesk each week, and helps us track each work item until resolution.

Hospitality Control Solutions emphasis on hiring technicians who have previously worked in the restaurant industry helps ensure that the technicians responding to calls know exactly how critical the issue is to the restaurant, how, and when to optimally interact with the Management Team on site to make sure any disruptions to operations or guest services are minimized.

Because of their commitment to deliver customer service often only found in the Hospitality Industry as a technology partner - as long as we're utilizing the Aloha/NCR POS and Software we'll always be sure that HCS remains our trusted Aloha Channel Partner.

Sincerely,

A handwritten signature in black ink, appearing to read "Adam Karveller", written over a white background.

Adam Karveller
Vice President of Information Technology
Newk's Eatery