

WesVibe Systems

Database Solutions

May 19, 1997

IHOP Corporation
525 North Brand Boulevard
Glendale, CA 91203

Attn: Susan Henderson-Hernandez
Vice President - Marketing

Dear Ms. Hernandez:

I bet you have had a busy 6 months since joining IHOP! You're probably settled in now, and thinking about new marketing strategies. The competition among breakfast restaurants must be fierce. I mean, Dennys is everywhere, and I'm sure that your company is feeling the pressure. In fact, my local IHOP closed last year and is now a Macheezmo Mouse, of all things!

I propose that rather than sell those non-performing restaurants, you should open a new line of restaurants: The International House of Orange Products. Not only will you be able to target an entirely new clientele, but you will be able to keep your famous logo and the IHOP color scheme.

The menu will be somewhat limited, but certainly not dull!

- For breakfasts you should keep many of the current IHOP favorites, as long as they were covered with a nice layer of melted Velveeta.
- Lunch and dinner could feature grilled cheese sandwiches, yams, and tomato soup.
- Desserts could be carrot cake or pumpkin pie, with an orange jello mold for the health conscious.
- Maybe even a lounge featuring drinks made with Tang and Orange Crush.
- And those little things that make a place special and keeps the customers coming back, such as a bowl of complimentary Cheetos for every guest, a can of Cheez-Wiz at every table, and candy corn presented with the check.

I have lots more ideas for IHOP and I will be glad to discuss additional details of my plan with you. If you decide to use this plan you don't have to give me any money. I do a lot of driving, though, and I would love a lifetime pass to eat at any IHOP in the country.

Sincerely,

Winston Smith
Programmer

2311 NW 70th St
Seattle, WA 98117
Voice 206-789-9096
Fax/voice 206-706-0355
CompuServe 73664,1507

May 29, 1997

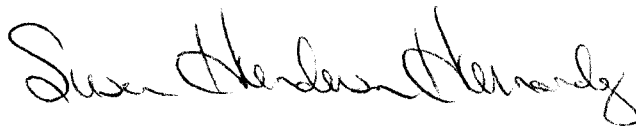
Mr. Winston Smith
WesVibe Systems
2311 NW 70th St.
Seattle, WA 98117

Dear Mr. Smith:

Thank you for taking the time to write to us with your marketing ideas. Unfortunately, we are not looking at new concepts right now.

Once again, thank you for taking the time to contact us. It is always a pleasure to hear from our customers.

Sincerely,



Susan Henderson-Hernandez
Vice President, Marketing

SHH:nw
vendor