



July 10, 2015

Exponesse
Heather Lynn
4629 Laurelwood Drive
Santa Barbara, Ca 93455

Congratulations on your new application, Virtuous Merchant. I'd like to offer the following testimony for your website, and to display in your office, as a show of gratitude for the service you provided to me.

You met with me just a few times, to gather information on the shortcomings I was finding with OSCommerce. And within weeks, you delivered a custom application for my restaurant in Manhattan and my Bistros all over the world; complete with a musical intro and integration to our FedEx system, so customers could use the website for shipping information, instead of my administrative assistant. The content management system allowed us to have more flexibility to display our items, especially our cakes – and we were able to handle changes here – instead of calling your offices.

Your custom development boosted SEO ratings within a very short time; which was a wonderful achievement for my business. If you remember, I was the very first restaurant in this area to have a website, yet I could not find it in the search engines.

Not only did you never say no, you worked quickly and gave priority to our requests – or so it seemed. I think you will find this to be a great success with catering companies and bakeries, as well as traditional retail clients, because it considers the size as well as type of item. I am wishing you well with your new shopping cart application and hope it brings you much success.

Sincerely,

Francois Payard
Chef/Owner
FPB, FP Patisserie, Payard Patisserie & Bistro