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March 18, 2005

TGIFriday's
Carlson Restaurants Worldwide
4201 Marsh Lane
Carrollton, TX 75007
ATTN: Promotions Department

Dear TGIF's:

Happy Friday!

In your recent television ad campaign, I remember hearing the catch phrase: "Everybody can use more Fridays." Boy, isn't that the truth!! I sometimes feel like I have twice as many Monday's as I do Friday's. And to think that just after graduating from college in 1993, I had a work week of four ten hour days where Tuesday through Thursday were my days off. That was a switch I can tell you! Monday's were my Friday's and Friday's were my Monday's! What a mixed up world I lived in at the time!

I also have to tell you that I am obsessed with your potato skins. I often order two full appetizers of just potato skins and eat them as my main meal. Now I can buy them at the supermarket and have them every day. Yip-ee!!

Anyway, on to the reason I am writing. I came up with a great idea for a new restaurant that might only work for your company with the trademark laws and so forth being what they are. I am going to pitch it to you, but if you do not like my idea or otherwise decide that it is not for you, would you mind if I approached other up and coming entrepreneurs with this business enterprise opportunity?

The idea I had is to start a whole new chain and call it BASFriday's where the restaurants would have certain 'Friday' menu items on special every Friday at reduced prices. That would draw in quite a crowd. I thought up of a number of items that you could put on the menu. Before you write back and ask me; No, I do not have complete recipes for all of these items, but I know a good cook who can work those out if necessary.

Big Angus Steak Friday's -- this would be a large, maybe 24 ounce steak grilled to perfection. My mouth waters just thinking about it. I know that, being based in the great state of Texas, you are certain to appreciate that on your menu! For our Catholic brothers and sisters during this time of Lent, you can have Bass And Salmon Friday's. I cannot think of a finer union between two better cuts of fish. There is a restaurant near my hometown that recently closed its doors after years of service -- the Homestead Inn. They had a wonderful teriyaki salmon dish that was swimmingly tasty. I have to think that if they had only added some bass to that salmon they

Some other menu options might include Broccoli-Asparagus-Squash Friday's for the vegetarians; Bratwurst And Saurkraut Friday's for those of Eastern European descent; Burgers And Soup Friday's for the average American content with just a simple soup and sandwich option. And what better way to top it all off than with a Brownie Almond Sundae Friday's for dessert?

You might even go with a few less specific menu items, but keeping with the BASFriday's theme. These would just be various combo meals blending traditional morning dishes together with classic hearty main courses. Of course I am talking about Breakfast And Supper Friday's. How does a combination of pancakes and meat loaf sound, or maybe a cheese omelette and barbecued chicken. Then there is my personal favorite, oatmeal mush and pork roast. Hey, lots of people would have called you crazy years ago if you tried to serve them steak and eggs together, but look at where that dining selection is today in heartland American restaurants and homes.

I think you will see that there are far more possibilities for this kind of promotion with a name like BASFriday's than there is with TGIFriday's. The only menu items I can imagine under the current name would be Turtles' Gooey Innards Friday's or Texas Grilled Iguana Friday's. Neither of those sound very appetizing to me, even if they were on special!

Like I said, I would like to pitch this idea to some other restauranteurs if you are not interested, but I decided that you should have the chance to look at it first. Please write back and let me know when we can get down to serious discussions.

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

p.s. Do you have any free TGIFriday's baseball caps? I was hoping to get one now, for free, before this new restaurant franchise craze hits the mainstream public and TGIFriday's caps are more difficult to find than Susan B. Anthony dollars. In a few more years, the TGIFriday name might become obsolete in deference to BASFriday's. Please send me a free baseball cap!