



MANAGEMENT CO.

Jamie T. Richardson  
Vice President, Assistant Secretary  
Government, Shareholders & Community Relations

Writer's Direct Dial No.  
(614) 559-2687  
E-mail: richarjt@whitecastle.com

November 20, 2009

Rusty Lucas  
P.O. Box 422  
Sandusky, Ohio 44871-0422

Dear Mr. Lucas,

Thanks very much for your note. We have taken some time to explore what arrangements might work best for your proposed funeral procession and journey through the White Castle drive thru. Celebrating 88 years in the hamburger business just this past year, we're not exactly newcomers to encountering creative customer requests.

We must share, however, your request is the first of its nature we've ever received.

We would be honored to be part of the celebration of your life in such a memorable way, but wondered if we may offer an alternative suggestion? Inspired with a sense of "Carpe Diem", our thought is, why wait until your funeral to have a great time at White Castle with your relatives, friends and neighbors? After all, since you're the ultimate decision maker on this one, why not try a test run to make sure we measure up to expectations? With that in mind, could we invite you and your friends to join us at any White Castle you'd like for a party in your honor? We'll provide the food and soft drinks at no cost, and you can be there in body and spirit, not just in spirit.

For your convenience, I've enclosed a list of all of our Castles around the country. Pick which location works best and let us know so we can get started on planning this party!

We very much appreciate your loyalty to White Castle, and feel a party in your honor would be a fitting way to express our thanks.

Also, I've enclosed a baseball cap and some other fun White Castle items you can enjoy in good style.

Thanks so much for thinking of White Castle. These days it seems we hear plenty in the headlines about the notion of lifetime security and "Cradle to Grave" – we celebrate your commitment as our most vivid example of "Cradle to Crave."

Crave on.

Jamie T. Richardson

P.S. If you'd like us to help with a practical joke on your cousin as part of the festivities, I'm sure we could be of assistance.

HOME OFFICE: 555 WEST GOODALE STREET COLUMBUS, OHIO 43215-1158  
MAIL: P.O. BOX 1498 COLUMBUS, OH 43216-1498 PHONE: (614) 228-5781 FAX: (614) 461-4033

*Our quest is excellence and standard setting leadership in each of our industries.*