

29-19 Francis Lewis Blvd.  
Flushing, NY 11358  
Tel: 917-763-9725

.....

# Paul Vassallo / Bonnie Brite Cleaners

Dry Cleaning Plus  
421 Heritage Lane  
Monroe, NY 10950

October 23, 2014

Re: Letter of Recommendation - Dry Cleaning Plus, Richard & Judith Stone

To Whom This May Concern:

I have enjoyed the pleasure of working with Richard and Judith Stone of Dry Cleaning Plus for the past 20+ years and have come to count of them for guidance and valuable insight when considering a business acquisition or sale as well as to help find solutions for operational issues in my dry cleaning businesses. I would highly recommend them to anyone looking to buy or sell a dry cleaning or related business as well as to anyone looking for strategic advise regarding their existing business operation.

Dry Cleaning Plus has always been true to their match making principle with regard to buying and selling businesses under all types of circumstances. The support Richard and Judith provide throughout the process adds significant value to a transaction because they apply their in-depth knowledge of the dry cleaning business to carefully match the needs of a buyer with those of a seller. They facilitate direct access without interference but are readily available to help work through and mitigate potential issues so all parties can satisfy their due diligence needs fully. I have found that a potential deal can be evaluated quicker and easier by working through Dry Cleaning Plus because their experience and insight keeps the process on track so that all parties involved have an open channel of communication and can become well informed to satisfy any concerns during the decision making process.

I have personally owned and operated several retail dry cleaning and laundry businesses over the past 25 years and I have certainly come across many different companies offering similar services to Dry Cleaning Plus. The difference worth mentioning is that with Dry Cleaning Plus, you work with people who know the ins and outs of dry cleaning because that is how they started out, as dry cleaners. When it comes to dry cleaning and ancillary services, Richard's and Judith's in-depth knowledge and management expertise combined with many years of developing important industry relationships keeps them at the forefront when it comes to the dry cleaning industry. I feel strongly that I have a decided advantage when working with Dry Cleaning Plus and have the best chance of meeting my objectives.

Whether buying or selling, devising a new or unique marketing plan, dealing with local competition, working with a landlord, scouting new locations, training employees for improved efficiency and customer service, or working with vendors for equipment and plant upgrades; having Dry Cleaning Plus available to point me in the right direction and advise on various issues so that I can get things done quicker as well as avoid the pitfalls has helped me to more effectively manage my businesses and maximize profits while staying prepared for the future. At Dry Cleaning Plus the focus remains true to putting people and businesses together for mutual benefit. Richard and Judith are experts at what they do and I would highly recommend contacting them if you are looking for an opportunity in the dry cleaning business. Please feel free to contact me with any questions.

Sincerely,



Paul Vassallo

.....