

Gilbert Aranza

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August 1, 2010

Dear Friends:

Attached is a paper entitled "Analysis of City Staff Recommendation re: Dallas Love Field Food and Beverage Concessions Contract" by Richard A. Briesch, Ph.D. Dr. Briesch's curriculum vitae can be found at the end of the paper.

Dr. Briesch, an associate professor at the Cox School of Business at Southern Methodist University, was engaged to analyze city staff's recommendations with respect to the food and beverage concession contract at Love Field. Dallas Love Field Joint Venture, the current food and beverage concessionaire, financially supported Dr. Briesch's research efforts, however Dr. Briesch was given free rein to form his opinions independently.

Dr. Briesch's independent conclusion supports the city staff recommendations. His analysis is thorough and credible, and I think you will find his paper enlightening. As my friend, I ask that you thoughtfully read Dr. Briesch's paper and support his conclusion that extending and renewing the existing contract is good for Dallas and Love Field passengers.

Please share this with anyone you think would take an interest in this and call or email your Dallas City Council representative to ask them to vote for the extension of our contract to provide services through the construction of the new airport facility and the renewal contract for services in the new facility as recommended by city staff and unanimously approved by the City Council's Transportation and Environment Committee earlier this year.

Thank you very much for your support.

Sincerely,



Gilbert Aranza