

The logo for the National Signs of the Times Museum. It features the word "National" in a large, elegant, cursive script at the top. Below it, the words "SIGNS OF THE TIMES" are written in a bold, blocky, sans-serif font. At the bottom, the word "MUSEUM" is written in a similar bold, blocky font, enclosed within a stylized banner or ribbon shape. The entire logo is set against a dark, textured background.

National
SIGNS OF THE TIMES
MUSEUM

407 GILBERT AVENUE CINCINNATI, OHIO 45202 ph 513-421-2050 fx 513-421-5144 website www.signmuseum.org

September 27, 2000

Ms. Karen Meyer
Vice President – Marketing Department
Frisch’s Restaurants, Inc.
2800 Gilbert Avenue
Cincinnati, OH 45206

Dear Ms. Meyer:

Per your request, I am writing concerning the acquisition of a Frisch’s Big Boy fiberglass sculpture of the type that is often installed at Frisch’s restaurant sites. As the enclosed brochure states, “The purpose of the Museum is to preserve, archive and display a historical collection of signs in their many types and forms.” The Frisch’s Big Boy has always and continues to be a well-known, identifiable American icon and its addition to the Museum’s growing collection would be significant. You can see from the enclosed newsletters, some of our other recent acquisitions.

I have also enclosed four sketches of storefronts that will make-up a Prototype Museum we are designing and building for display at the International Sign Association’s Annual Sign Expo, set for March 22-25, 2001 in Las Vegas. As you will see in the description, the Museum is building four full-size storefronts that will serve as backdrops for displaying some of the Museum’s sign collection.

Each of the four storefronts represents a particular time period of sign history: The cigar store represents the era 1880-1910 or pre-electric era when signs were painted and illuminated by gas lamps. The drug store represents the 1910-1929, the era when electrical signs emerged, but prior to neon’s introduction. The Mobil station represents the neon era from 1930 to World War II. The dairy store is the Post War when plastic became prominent in sign fabrication. This is where we’d like to use the Big Boy.

We have sought to use strong and recognizable American icons when possible to represent the era and feel that a Big Boy is a much stronger image than the present dairy design. We would compliment the Big Boy storefront with a storefront, showing



National
SIGNS OF THE TIMES
MUSEUM

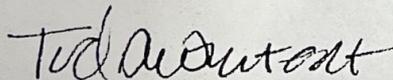
407 GILBERT AVENUE CINCINNATI, OHIO 45202 ph 513-421-2050 fx 513-421-5144 website www.signmuseum.org

additional Big Boy signage—either channel letters or a plastic pan-faced sign. If we can not locate an original channel letter or pan-face sign, we could have them fabricated by local sign companies. The Big Boy sculpture is not easily found and would necessarily need to be acquired from Frisch's Big Boy corporate offices.

Our wish is to acquire a fiberglass sculpture, both for this display as well as for the Museum's permanent collection. I have enclosed a copy of our 501 (C) 3 designation as well as copies of the Museum's brochure and two recent newsletters. You may want to visit the Museum website as well: www.signmuseum.org.

Thank you for your consideration.

Sincerely,



Tod Swormstedt
President

Encl: IRS letter
Brochure
Newsletters
Prototype Museum kit