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February 14, 2015

Sean Kelly, Publisher
UnhappyFranchisee.com

Dear Mr. Kelly:

We are General Counsel to the National Coalition of Associations of 7-Eleven Franchisees (the "National Coalition"). We write to you regarding the article with accompanying photographs of protests at the 7-Eleven Experience currently posted on www.unhappyfranchisee.com. This posting contains a number of grossly inaccurate statements about the National Coalition.

The article states in part:

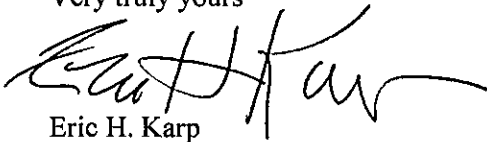
7-Eleven National Board held a meeting in Pechanga California on Jan. 20th 2015. The National Franchisee board decided to hold a protest rally at 7-Eleven Experience in Las Vegas Nevada on February 11-2015. The National Franchisee Board also brought this information to the attention of 7-Eleven executive team and CEO Joe DePinto that they plan to hold a protest rally at the MGM Grand during the 7-Eleven Experience.

The statement above is not accurate in the following ways:

- It was the Executive Officers and not the Board of the National Coalition that met on January 20, 2105 for a planning meeting; the Board was not present.
- Neither the Executive Officers nor the Board of the National Coalition decided to hold a protest rally at the recent 7-Eleven Experience in Las Vegas Nevada.
- Neither the Executive Officers nor the Board of the National Coalition decided or voted to hold, participate in or endorse any such protest rally.
- Neither the Executive Officers nor the Board of the National Coalition informed Joe DePinto or any other 7-Eleven executive that the National Coalition had voted to hold, participate in or endorse any protest rally.

We demand that www.unhappyfranchisee.com retract that portion of the article quoted above, failing which we will hold you and unhappyfranchisee.com responsible for any damages caused by these gross misstatements. Please be governed accordingly.

Very truly yours



Eric H. Karp