



October 5, 2007

Yesterday the Moe's family suffered a very painful tragedy. The sadness we all feel over the loss of Dilworth, North Carolina Managing Partner Vinny Ferens and Assistant Manager Jeff Mahar is profound.

To honor their memory we have set up the Moe's Victims Memorial Fund. The purpose of this fund is to help the families of Vinny and Jeff with the many expenses that the families are now faced with.

Jeff Mahar joined Moe's Southwest Grill just two months ago. In that short time he proved himself to be a great addition to the Moe's family, and he will be greatly missed. We send our deepest condolences to his parents who are now faced with the difficult task of burying their son.

For those who knew Vinny, and few people in his neighborhood didn't, know that the man's kindness, dedication and generosity knew no limits. Vinny is survived by his wife, two sons aged 8 and 2, and his 6-month-old daughter. Our prayers go out to his family.

We are asking for the support of all of our Moe's neighborhoods in helping alleviate some of the hardships that these families are facing by donating to the fund. We will certainly need more than we collect, but every dollar donated will help with the many expenses each family faces.

The Moe's Victims Memorial Fund has been established at Wachovia Bank and anyone can make a donation at a Wachovia location by giving the following account number: 200040718114 or you may mail a donation to:

Moe's Victims Memorial Fund
Wachovia Bank
Attn: Michael Davis
171 17 Street, Mail Code GA4517
Atlanta, GA 30363

The outpouring of concern and sympathy that our customers have shown for these victims has been incredible and on behalf of all of us at Moe's, we sincerely thank you for your support.

Sincerely,

Moe