



Chocolate Shoppe[®] Ice Cream Co., Inc.

2221 Daniels Street • Madison, Wisconsin 53718

608-221-8640 • 800-466-8043 • Fax 608-221-8650 • www.chocolateshoppeicecream.com

To Whom It May Concern:

Please find listed below the details of this letter of intent for construction at 2221 Daniels Street and part of lot #1 Birch Plat (across the street from 2221 Daniels Street).

In general terms, Chocolate Shoppe Ice Cream Company's business and employee count continues to expand. Therefore, Chocolate Shoppe Ice Cream would like to purchase the property at lot #1 Birch Plat to initially build a parking lot and eventually a building a storage warehouse. The parking lot is needed for overflow employee parking from our existing manufacturing plant and parking lot located at 2221 Daniels Street.

Lot #1 Birch Plat

The part of Lot #1 Birch Plat that Chocolate Shoppe Ice Cream would like to purchase and develop is currently a vacant lot. The size of the lot is 43,550 square feet. The initial construction is for approximately 20 parking stalls and the water retention plan. The initial construction is scheduled for spring 2006. The secondary construction would add another 20 parking stalls and a dry storage warehouse of approximately 10,000 square feet. The secondary construction is planned for spring 2008.

2221 Daniels Street

At 2221 Daniels Street, Chocolate Shoppe Ice Cream and the Deadman Family currently own 2 acres of land and a 19,000 square foot manufacturing and distribution facility. After the initial construction is finished at Lot #1 Birch Plat, Chocolate Shoppe Ice Cream would like to build an addition on to its existing building of approximately 12,000 square feet for a storage freezer and a dry storage warehouse. The construction at Lot #1 Birch Plat needs to be completed before the construction starts at 2221 Daniels Street because employees will need to park in the new parking lot during construction. The expansion at 2221 Daniels Street is scheduled for spring 2006.

This proposed expansion is the result of increased business. The increase in business and facility expansion will result in approximately 15 new full time employees by the end of 2006. The new employees as well as some existing employees will park in the new parking lot on Lot #1 Birch Plat instead of on the city street.

Chocolate Shoppe Ice Cream's manufacturing and distribution facility currently employees 20 full time employees and 15 part time employees. Our hours of operation are between 6am and 8pm weekdays.

The contractor for the above construction projects is Steve Ring of All Construction & Design.

If you have any additional questions please feel free to call Chuck Deadman or Dave Deadman of Chocolate Shoppe Ice Cream Company, Inc. at 221-8640.

Thank you for your time and consideration.

Sincerely,


Dave Deadman