



Sevilla

an official communiqué from the

CHIEF EXECUTIVE OFFICER

8560 Production Avenue
San Diego, California 92121
(858) 860-0382 Telephone
(858) 860-0387 Fax

May 18, 2004

Dear Student,

Welcome to the University of Sevilla, the virtual training component of your training, as a Sevilla Team Member!

The University of Sevilla was one of my original concepts when I first began to develop the high quality of service we offer at our restaurants, tapas bars, and nightclubs. The intent was to be able to offer product knowledge, describe the steps of service, and facilitate company information and culture to each employee, available 24 hours a day, anytime the employee would have time to learn. In exchange for an employee's dedication and motivation to learn more about the business, the employee is able to share his knowledge with customers, therefore impressing the customer with product knowledge, high quality service, and essentially all the answers to all the customer's questions.

While the University of Sevilla is a teaching and training tool, it is also a vehicle for an employee to enhance his/her lifestyle. By learning the lessons and adopting the methods taught here, the employee is able to accomplish two important things: First, he/she can increase his/her tips by being able to offer the best customer service thru education; Second, he/she is able to demonstrate motivation, ambition and a willingness to grow with Sevilla, which will allow for quick promotion within the company.

The most important element to the University of Sevilla is its design concept, which presents and ensures key lesson teaching, and the quality and specificity of its content. The design was conceptualized by Adam Lara, our Director of Human Resources, who designed the site to not only teach valuable lessons, but to be able to allow management the ability to identify where an employee needs more training or assistance. With the content originating from actual employees, who are experts through experience in the field, the education a student-employee receives is 100% solid and applicable to our unique Spanish hospitality concept.

I hope you will find your visit to the University of Sevilla both educational and useful in your professional career at Sevilla!

Best Wishes.

Eric Van den Haute
Founder and CEO