

Long John Silver's franchisees, corporate and vendor partners came together at the beautiful Shingle Creek Resort in Orlando June 3-6, 2009. From the golf tournament that kicked off the conference, to the final night party at SeaWorld, it was a fun and information filled few days.

The golf tournament was held on property at Shingle Creek's beautiful golf course and a record number of golfers participated. A huge "Thank You" to Bill Newton for coordinating his first LJS tournament and getting so many great sponsors. Tournament participants gathered on Friday morning for breakfast and to honor their award winners, listed below:



First Place Team: John Dwyer, Eric Estes, Scott Rom, Dave Stansbery



Second Place Team: Roger Austin, John Buckles, Ben Butler, Jeff Hayes

Last Place

Jeff Ramblau
John Salle
Rick Espindola
Grant Stewart

Longest Drive

John Buckles

Closest to the Pin

Rob O'Neill



Third Place Team: John Fitch, David McGrath, Greg Muller, Celeste Walls

Many thanks to our Golf Sponsors!

- | | | |
|--------------------|--------------------|------------------------------|
| AdColor | Procter and Gamble | Payless Shoes |
| Careerbuilder | Trident Seafoods | PrimeSource |
| Dr Pepper | Bank of America | Stoelting |
| Golden State Foods | Delphi Signs | UFPC |
| Loren Signs | Duke Manufacturing | XDX Innovative Refrigeration |
| Ocean Beauty | Jus-Made | |
| Powersoak | Norpac Foods | |

After the workshops on Saturday, everyone boarded the busses and made the trip to SeaWorld for dinner, music, and the Shamu Rocks! show. Everyone agreed this was a nice change of pace from a formal dinner and that it was a great ending to a wonderful convention!



Join us next year in Phoenix at the Arizona Biltmore • May 23-26, 2010



656 Seth Drive
Versailles, KY 40383



**Make plans NOW
for next year's convention...**

Join your Long John Silver's friends
and family in Phoenix at the fabulous
Arizona Biltmore May 23-26, 2010!

Long John Silver's Franchisee Association Convention



Dear Fellow Franchisees,

As President of the LJS Franchisee Association, I would like to express my appreciation to all of you who attended and participated in our 2009 convention. Once again, our convention was a grand success ... from the grand facility and accommodations at Orlando's Rosen Shingle Creek hotel to the grand finale at SeaWorld ... and I commend the planning committee for their efforts.

First of all, our convention would not be possible without the support of the many suppliers who display their products in the exhibit hall, and I am extremely grateful for their involvement. It's always enlightening to visit the booths to see what's new and exciting on the horizon.

Again this year, the content of the meetings and breakout sessions was meaningful and worthwhile. It is extremely encouraging to experience the sense of camaraderie and cooperation among the company representatives and franchisees. This coalition is essential to the future success of our brand.

Last but not least, the highlight of the convention for me personally was the video that brought back so many fond memories of the past 40 years. I cherish these memories and the wonderful relationships that I've enjoyed through the years. The old days were truly exciting and yet I look forward to the future with enthusiasm knowing that "the best is yet to come" for Long John Silver's!

Sincerely,

A handwritten signature in black ink that reads "Bob Ruckriegel".

Bob Ruckriegel, President
LJS Franchisee Association

June 4-6, 2009

**Rosen Shingle Creek
Resort and Golf Club
Orlando, Florida**



Many thanks to our Convention sponsors!

PEPSICO FOODSERVICE
DR PEPPER

LONG JOHN SILVER'S CORPORATION
MCLANE FOODSERVICE

UFPC

AMERICA SEAFOODS GROUP/
AMERICAN PRIDE
TRIDENT SEAFOODS

Cargill

Craig Specialty Advertising
Crest Uniforms

Cross Creek Design/AdColor
Careerbuilder.com

Griffith Laboratories
InfoSync Services, LLC

Loren Electric Signs

Ocean Beauty Seafoods
Pitco

Proctor & Gamble
QuickOrder

RF Technologies

Rich Products
Stoelting

T. Marzetti Company
UB Klem Furniture Co.

Join us next year in Phoenix at the Arizona Biltmore • May 23-26, 2010

Many thanks to the franchisees and vendors who provided auction items.

A.O. Smith Water Products
Apex, Inc.
Bill Brewer
Craig Specialty Advertising
Cross Creek Design/Adcolor Inc.
Dr Pepper
Frank Cain
Genpak
Innovative Refrigeration
McLane
Pepsi Co.
Precision Foods Inc.
Stoelting

After a two-hour session in the exhibit hall, the convention “officially” began with an opening reception and the annual auction benefiting the LJS Association’s chosen charity, **the Leukemia & Lymphoma Society**. For the first time a silent auction component was available and contributed to the grand total of \$20,000 raised to benefit the charity. Thanks to everyone who provided items to be auctioned and special thanks to all of the bidders!



Join us next year in Phoenix at the Arizona Biltmore • May 23-26, 2010

Spending time in the exhibit hall with the suppliers is always a highlight of the convention. We would like to thank ALL of the exhibitors for participating and supporting the Long John Silver's franchisees:

A.O. Smith WPC
Abt SRBI, Inc.
Accuserv Lighting & Equipment
American Seafoods
Group/American Pride Seafoods
Baldwin Richardson Foods Co.
Bank of America Merchant Services
Careerbuilder.com
Cargill Dressings, Sauces and Oils
ConAgra Foods / Lamb-Weston
Craig Specialty Advertising
Crest Uniform
Crosscreek Design/Adcolor Inc.
Dallas Group of America, Inc.
Dart Container Corporation
Delfield
Dinsmore & Shohl LLP
Dr Pepper
DTT Surveillance
Duke Manufacturing Company
Ecolab, Pest
Empower MediaMarketing
Everbrite, LLC
Facility Concepts, Inc.
Fieldale Farms Corporation
Frymaster
GE Capital Solutions, Franchise
Finance
Genpak
Golden State Foods
Griffith Laboratories
HJ Heinz/ PPI
HyperActive Technologies
IMI Cornelius Inc.
InfoSync Services, LLC
International Paper
J.R. Simplot
LaMonica Fine Foods
LJS Development
LJS Human Resources
LJS Information Technology
LJS Marketing
LJS Product Insights
Loren Electric Sign

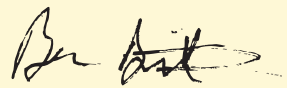
After breakfast on Friday, Long John Silvers' 40th birthday celebration began with a wonderful video focusing on the past and a mimosa toast to the future. Yum! Brands' Chief Operating and Development Officer, Emil Brolick, was the keynote speaker and franchisees also heard from LJS President Ben Butler, Senior Director of Marketing John Villanueva, Chief Operating Officer Leigh Ann Snider, and Chief Financial Officer Cheryl Balkenhal. Bob Ruckriegel presented franchisee Tabbassam Mumtaz with the Association's prestigious President's Award. A Splash Award was presented to longest tenured manager, Kevin Manion, and a Splash Award was also awarded to Diane Lyon.

Dear Franchise Partners:

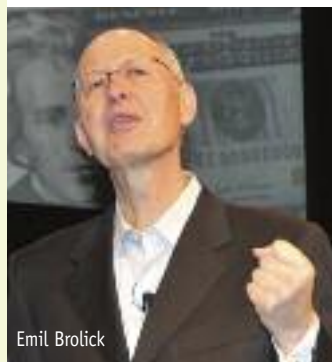
Thank you all for attending the convention in Orlando. Here are some of the things I took away from the meeting.

- 1) Our supply partners really enjoyed the engagement and traffic of the Exhibit hall. They said this was a good use of their time and money. I also heard from many of you that since we are in the "food business" that all the exhibits that served their products from Crab Cakes, Fish Taco's, Soft Drinks and Frozen Lemonade were very much appreciated.
- 2) The workshops had lots of pull and were standing room only in many cases. Our learning is to continue to solicit your input on the content of these workshops and then deliver against it. Please put the tools you gathered at this convention to work for you.
- 3) The general session was a blend of optimism for the future combined with pragmatism on how much we have to do to become a truly big brand. Strap on your seat belts for transaction growing ideas. Stay the course on great operations the metrics are getting better. We have plans, expertise and some incentives to help kick-start re-development. Don't miss out on this if you are contemplating rebuilds or Relocations in your restaurant plans.
- 4) The first evening was perfect to help get people acquainted. The relaxed nature of the final evening at SeaWorld got families and friends together in a more intimate way.

We look forward to driving your transactions and profits in the coming months. As Buddha would say..."the answer is in your Hands." Congratulations to all on 40 years. Thanks to Wayne and the organizing committee for a great job. Can't wait until the whole gang is back together in Arizona.



Ben Butler
President, A&W and Long John Silver's



Emil Brolick



Join us next year in Phoenix at the Arizona Biltmore • May 23-26, 2010

Manitowoc Foodservice
 McLane Foodservice
 Measure Consumer Perspectives
 Modern Business Associates
 Monolith Software Solutions
 MSW, Inc.
 Neace Lukens
 Norpac Foods
 NRA Solutions / ServSafe
 Ocean Beauty Seafoods LLC
 ParTech, Inc.
 Payless ShoeSource
 PepsiCo
 Pilgrim's Pride
 Pitco
 Power Soak Systems
 Precision Foods, Inc.
 PrimeSource FSE
 Procter & Gamble
 QuikOrder
 Red Chamber Co.
 R.F. Technologies, Inc.
 Rich Products Corporation
 Schwan's Food Service, Inc.
 Shaw's Southern Belle Frozen
 Foods, Inc.
 Stoelting, LLC
 T. Marzetti Company
 Trane Co.
 Trident Seafoods
 U. B. Klem Furniture Co. Inc.
 UFPC
 UFPC Equipment
 UFPC Insurance Connection
 Valassis
 Wasserstrom
 Xformity Technologies
 Yum! University
 Zimmerly & Co., Inc. dba ZINC

For the first time, LJS Corporation presented separate workshops geared specifically for Above-Restaurant Leaders and Franchisees. All of the workshops were extremely well attended and received. Congratulations to the workshop facilitators, whose attention to detail and providing opportunities for learning and sharing was truly appreciated.



Tabbassum Mumtaz receives the President's Award from Bob Ruckriegel.



Mike Kern is awarded the Head, Heart & Hands Award from Ben Butler.



John Villanueva presents the Building Brands That Last award to Jim McCann.



David Carr presents Diane Lyon with the Association's coveted Splash Award.



Bob Ruckriegel presents a Splash Award to longest tenured manager Kevin Manion.



Cheryl Balkenhol presents Eric Estes with the Cornerstone Award.



Bob Mathias is presented the Fortune of Success Award by Leigh Anne Snider.



Carl Casalino and Chris Walsh received a Fortune of Success Award from Leigh Anne Snider.



Emil Brolick and Bob Ruckriegel exchanging congratulations.



Join us next year in Phoenix at the Arizona Biltmore • May 23-26, 2010