

SHOE CARNIVAL, INC.

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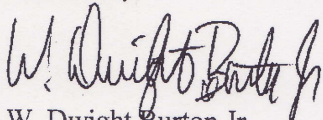
July 30th, 2010

To: Potential Pyramid Customer
Fr: Dwight Burton

This is to inform you that Pyramid Controls is the provider of Shoe Carnival, Inc's warehouse control system operations, and would like to recommend them as a possible provider of control systems for your operation.

Pyramid began the bid process for the challenging task of re-controlling our 400,000 sq. ft Evansville distribution center approximately two years ago, and completed installation about a year later in August 2009. Throughout this process, Pyramid has been professional, courteous, and above all competent in their approach and performance. Their performance has not only led to record productivity performance in our receiving, shipping, and processing areas, with no change in process, but also given several soft benefits, including an accuracy rating that often sees complete days go by with no errors in processing, and maintenance troubleshooting benefits of their graphic user interface. During our due diligence for the re-control project we heard over and over about the quality of their engineering work, and experience has shown this to be the case. It is a unique and positive characteristic of Pyramid that they are able to function well with both operations, and information technology personnel. Though our systems have not required large usage of technical support, it has been refreshing to note employees capable of troubleshooting that answer the phones, and quick escalation to the engineering group, typically an engineer of familiarity from working on our project. Any issue that has been encountered has had full attention until solution has been achieved. They have my full recommendation, and I welcome any further query which may be necessary.

Yours truly,



W. Dwight Burton Jr.
V.P Distribution and Transportation
Shoe Carnival, Inc.

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