



December 2011

To Whom It May Concern:

I would like to take a moment to comment on the recent project North Texas Athletics worked on with Seating Solutions and how satisfied we were with the experience and final product. In 2011 we opened up our new \$79 million football facility Apogee stadium to rave reviews, one of the reasons for that was the 1,300 BleaChair Maximus seats we ordered from Seating Solutions.

The chairs are used as a year long rental and have generated a large amount of revenue. We purchased the chairs on a multi-year payment plan that allowed us to return a profit every year. Unlike our old deal for similar padded temporary seats, we did not split revenue with Seating Solutions, and after the payment plan is over we will own the seats outright and yield 100 percent profit every year.

The BleaChairs are extremely comfortable and the added size and comfort has been enjoyed by our fans. Fans also enjoy having their own defined seat space and many donors have commented on the dramatic improvement in comfort.

Seating Solutions custom matched our PMS North Texas Kelly Green and the chairs have earned their name "Mean Green Backs". The BleaChair installed quickly and easily and Seating Solutions even assisted us with the install at no cost. The temporary attachment mechanism holds strong to the plank and provides a safe and worry free install.

Our facilities crew is pleased that we no longer have to remove Mean Green Backs at the end of the season and store them as previously; we can simply leave them outside during the off-season because they are weather resistance and UV guaranteed. This was a huge plus when upgrading to the BleaChair and it has relieved our facilities crew of many headaches at the end of the season.

In conclusion, the BleaChair Maximus has worked out great for North Texas and I would recommend this product and Seating Solutions to anyone who is looking to provide a quality game day experience to their fans while generating revenue for their program. I am pleased to say that we sold out of our seats for 2011 and will be looking to order additional seats for next year. I look forward to working with Seating Solutions again and adding more Mean Green Backs to the new Apogee Stadium. Go Mean Green!

Paul Batchelder
Senior Associate Athletic Director
North Texas Athletics