



November 4, 2004

Name
Title
Firm
Address

Dear Name:

Rubios Fresh Mexican Grill in partnership with PrimusLabs.com has launched a cooperative food safety venture with our fresh produce suppliers. Rubios Fresh Mexican Grill suppliers will be required to utilize the program.

The program will allow Rubios Fresh Mexican Grill suppliers to train staff, develop operation-specific manuals, conduct and score self-audits and identify deficiencies. The program also offers corrective suggestions, all at no cost. The system was chosen for its cost efficiencies, both for our suppliers and for Rubios Fresh Mexican Grill review process. As part of this cooperative program, PrimusLabs.com maintains detailed records of the efforts of all Rubios Fresh Mexican Grill suppliers utilizing the system (see www.primuslabs.com/dd/index.html).

The program is designed as an ongoing activity, just as our own employee training programs are ongoing. Also very importantly, Rubios Fresh Mexican Grill supplier base is constantly feeding suggestions back to PrimusLabs.com, who have been directed to incorporate them into the system. This assures that as much relevance as possible is built into the system.

The program is composed of three parts; the first is a manual development phase very useful as a training tool. The second phase, self-auditing, is a benchmarking exercise also helpful, as an audit preparation aid, and third, independent third party audits are the verification phase.

The verification phase of the program requires that you contract with a Rubios Fresh Mexican Grill approved auditing firm to verify that your operations, including each farm, packinghouse and cooling operation complies with the Good Agricultural Practices (GAP) and Good Manufacturing Practices (GMP) as defined by the Food and Drug Agency. To obtain information regarding an approved auditing firm please contact PrimusLabs.com. Once third party audits are completed, whether by PrimusLabs.com or by another Rubios Fresh Mexican Grill authorized firm, we will require that the results be transferred to our nested food safety site within the PrimusLabs.com site. All audit submissions will be made utilizing PrimusLabs.com audit format to ease Rubios Fresh Mexican Grill review and evaluation process. Please refer to Rubios Fresh Mexican Grill web site nested within PrimusLabs.com's site for a list of approved auditors. We would expect third party audits to be completed within 60 days of a commodity's initial harvest, in any growing region.

In addition to the audit, you are requested to authorize the transfer of all audit results associated with your operation to PrimusLabs.com. These will then be incorporated into Rubios Fresh Mexican Grill display format and website. Procedures and the cost associated with the transfer of

audit results are outlined within PrimusLabs.com' web site. The transfer of audit results assures you that the efforts that you and your growers have expended in this endeavor will not go unrecognized.

Your firm's participation in this program assures that it will receive equal consideration with other firms providing Rubios Fresh Mexican Grill with verification of their safe production practices. Rubios Fresh Mexican Grill evaluation process has moved into the verification, or third party auditing phase. Rubios Fresh Mexican Grill will direct its buying agents to give preference to participating firms. Preference will be based on the speed as well as completeness of compliance. As a valued Rubios Fresh Mexican Grill supplier, we trust you will understand the importance of this program to both Rubios Fresh Mexican Grill and your firm.

Should you have any questions related to this program, please contact Brian Mansfield at PrimusLabs.com by phone at (805) 922-0055 or e-mail Brian@primuslabs.com. All questions, requests and comments will be forwarded for review by Rubios Fresh Mexican Grill.

Sincerely,

Michael Moomjian
Manager, Quality Assurance
Rubios Restaurants, Inc.

PrimusLabs.com has developed a series of Internet based tools at **no charge** to you to facilitate your attempt to satisfy Rubios Fresh Mexican Grill' food safety requirements:

A. Developing Safe Production Manuals

At no charge, food safety manuals can be developed for each of your growers' ranches which covers Good Agricultural Practices. It may be necessary to notify each of your growers to develop their manuals for each ranch. Manuals can also be developed for a Trace Recall Program, Cooling Facilities, and Packinghouse Operations. The Cooling Facility and Packinghouse Operation manuals will contain Good Manufacturing Practices. It is our understanding that Rubios Fresh Mexican Grill requires you to complete a manual for any part of your operation that applies to the products you supply their company with.

1. Log onto PrimusLabs.com's Internet site at www.primuslabs.com,
2. Click on "document development",
3. Click on "DOCUMENT DEVELOPMENT PROGRAM *ENGLISH VERSION*" (or move the cursor to the top, right hand corner and click on the yellow "Spanish" for Spanish version
4. Click on "register",
5. Review the TERMS AND CONDITIONS, click the "accept" icon,
6. Record the access code for future use and click "continue",
7. Select and click on the type of manual you want to develop,
8. Complete the demographic information and click "Submit".
9. Answer questions related to your operation and
10. Choose the print option to obtain your customized documents.

For further assistance in creating your manuals please contact Julian by email at julian@primuslabs.com, or by telephone at 805-922-0055.

B. Conducting Self Audits

At no charge, growers or field representatives can perform self audits of each of your ranch operation(s), harvest crew operation(s), cooler operation(s), and packinghouse operation(s). These audits will help to give you or your grower an idea of where improvements should be made and will also help to prepare for a third party audit. Self Audit results can be input directly into the PrimusLabs.com web-site and will automatically be transferred **at no charge** to the Rubios Fresh Mexican Grill' Secured Intranet Site.

1. Log onto PrimusLabs.com's Internet site at www.primuslabs.com,
2. Click on "Food Safety Programs",
3. Click on "Download Audit Database",
4. Scroll down the page to the section COMPLETING AND RETURNING THE AUDIT,
5. Click on "How To Complete The Audit" and "How To Return The Completed Audit",
6. Follow those directions listed.
7. Please make sure to electronically return the completed audit, so that it can be sent to Rubios Fresh Mexican Grill.

C. Conducting Third Party Audits

Primuslabs.com has a complete staff of multi-lingual auditors located throughout the Western Hemisphere. We recommend that the above steps A and B are taken, before the commencement of third party audits. Please contact a sales representative at PrimusLabs.com's Santa Maria office 805-922-0055 to receive third party audit pricing and scheduling. Audit results can be transferred to the Rubios Fresh Mexican Grill' secured Intranet site as they have requested.