

July 9, 2014

VIA CERTIFIED MAIL

Dennis J. Herrera
Michael S. Weiss
Office of the City Attorney
City Hall, Room 234
1 Dr. Carlton B. Goodlett Place
San Francisco, California 94123

Re: Sweetch, Inc.

Dear City Attorney Herrera and Deputy City Attorney Weiss:

We received your letter of July 7, 2014, and we sincerely appreciate the City's continuing willingness to refrain from issuing a cease-and-desist letter to Sweetch, Inc. ("Sweetch") with regards to Sweetch's mobile parking application, Sweetch SF. Sweetch remains committed to working with the City to develop an application to improve the quality of life for San Francisco residents and visitors.

Since our last letter, Sweetch has decided to temporarily place the Sweetch SF application on hold in an effort to thoughtfully consider alternative solutions for simplifying and alleviating parking difficulties in San Francisco. During this time, Sweetch will voluntarily remove the Sweetch SF app from the Apple App Store.

At this time, given that the application will be suspended and the new direction is not yet clear, we think that it is best to postpone any further meetings indefinitely until Sweetch solidifies its new business plan. Sweetch looks forward to meeting with you again in the future to discuss that new plan for a mobile parking application.

Sincerely,


Kristen Garcia Dumont

KGD