



Executive Office

October 8, 2003

Mr. Mokhtar Ramadan
Chief Executive Officer
Hospitality Marketing Concepts
15751 Rockfield Blvd., Suite 200
Irvine, CA 92618

Dear Mr. Ramadan,

When the Caribe Hilton wanted to introduce our newly renovated property to the locals of San Juan, Puerto Rico, we knew just who to turn to, Hospitality Marketing Concepts. Hospitality Marketing Concepts or HMC, is the leader in local loyalty club programs and the people we wanted to represent our hotel. We have been working with HMC for just a few short months, but already we have seen a significant increase in our restaurant's business. HMC also has local call centers located right here in Puerto Rico which is fantastic when dealing with our community. If we ever have questions or concerns, an HMC representative is always available to help us.

We are optimistic about continuing our relationship with HMC for many years to come. As Puerto Rico is the shining star of the Caribbean, with the success we have seen with HMC, the Caribe Hilton has solidified itself as the brightest star of San Juan.

Sincerely,

A handwritten signature in black ink, appearing to read 'Stephen D. Nass', written over a horizontal line.

Stephen D. Nass
Director of Revenue
and Business Development

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