



INTERCONTINENTAL.
HOTELS GROUP

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Stuart McAusland
Corporate Vice President/General Manager Asia Pacific
Hospitality Marketing Concepts
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People's Republic of China

16 October, 2006

Dear Stuart,

On behalf of InterContinental Hotels Group Australia & New Zealand, I would like to express our thanks for the commitment Hospitality Marketing Concepts have shown since taking over the management of the Priority Privilege Program in 2004.

We contracted HMC to run Priority Privilege with the view to increase membership numbers and drive incremental F&B revenues. Your professional attitude and conduct, as well as your attention to us as a client are refreshing to see and have helped take the program to the next level.

On an operational level, HMC have activated many control processes to regulate the sales, member services and the control of operating costs within the programs, which has achieved a significant increase in profits and sound transparent operational efficiencies.

The HMC CRM tracking tool has proven an integral part of our e-commerce strategies and provides us daily with invaluable information on our customers.

Going forward, there is a drive to further improve the marketing process through technology and the constant flow of new and innovative ideas to stay ahead of the competitors is much appreciated.

What has impressed us is the worldwide pool of professional talent HMC employs to develop and activate these innovative ideas.

We are looking forward to a long working relationship and can highly recommend HMC's professionalism and integrity.

Yours sincerely,

Karin Nielsen
Regional Director of Sales & Marketing ANZSP
InterContinental Hotels Group