



Sheraton Anchorage
HOTEL

August 19, 2003

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

Dear Mr. Ramadan,

We here at the Sheraton Hotel Anchorage have enjoyed our 3-year relationship with Hospitality Marketing Concepts. The Club Concept program continues to bring in local guests on a regular basis to our restaurant and lounge. Not only do we get increased traffic, the structure of the program encourages these guests to dine with their friends, promoting more exposure to our hotel. Our experience with HMC has been both professional and service oriented. Your packaging of benefits is very nicely presented, your tracking system makes it easy to measure effectiveness and the program has proven to be an instant success.

The most important reason we want to thank HMC is that your program has been a profitable venture for our hotel and we plan to continue our relationship with HMC in the future.

Sincerely,

Rick Leibowitz
Food and Beverage Director