

August 27, 2003

Ms. Jennifer Christ  
Hospitality Marketing Concepts  
15751 Rockfield Boulevard  
Irvine, CA 92626

Dear Ms. Christ:

I am delighted to report that since we began offering the California Grill Club Card, marketed by Hospitality Marketing Concepts, we have seen a tremendous growth in the number of local patrons that frequent our restaurant and hotel.

Our valued Club Card holders find the program to be an exceptional value for the price paid. The Club Card has become well known as one of the best values in town, and it has helped our business establish and maintain a loyal customer base. The majority of our members renew year after year.

I would like to take this opportunity to thank you for helping us promote our restaurant and hotel. We value our business relationship with Hospitality Marketing Concepts, and we appreciate the fantastic service you provide to our guests.

Sincerely,



**Robert O. Balmer, CHA**  
General Manager  
Doubletree Hotel Bakersfield