



September 5, 2003

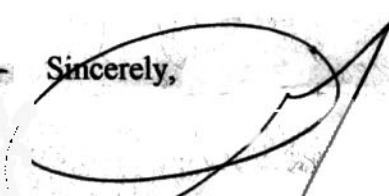
Mr. Mokhtar Ramadan  
Chief Executive Officer  
**Hospitality Marketing Concepts**  
15751 Rockfield Blvd., Suite 200  
Irvine, CA 92618

Dear Mr. Ramadan,

The Rough Creek Lodge has been working with Hospitality Marketing Concepts since 1998 to develop our very successful Club at Rough Creek. The Club has been a great way to integrate Rough Creek as a part of the community and it gives our very loyal guests the opportunity to frequent Rough Creek on a regular basis and the opportunity to save them money as well. The marketing strengths that HMC provides are invaluable, allowing us to stay in touch with our guests and let them know what activities and events are happening at our resort. Clubhotel has also played an important role at the Rough Creek Lodge, exposing members from other parts of the country to our unique property in a cost effective way.

Hospitality Marketing Concepts has been a very important part of the Rough Creek Lodge and we thank them. From the customer service to the management team, we are appreciative of their services.

Sincerely,

  
Frank Alvarez  
Resident Manager  
Rough Creek Lodge

**Rough Creek Lodge Executive Retreat & Resort**  
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